How Deep Expertise HealthTech Founders Become Industry Authority with Katrena Friel Transcript

(Transcripts are generated by AI and may contain errors)

Episode Introduction and Guest Overview

Most founders think [music] a better Most founders think [music] a better product will automatically build trust. product will automatically build trust.

It won't. In this episode, [music] we It won't. In this episode, [music] we sit down with Katrina Frael, a business sit down with Katrina Frael, a business mentor, a TEDx presenter, [music] mentor, a TEDx presenter, [music] and an award-winning author to unpack and an award-winning author to unpack why expert-led startups struggle [music] why expert-led startups struggle [music] with visibility, messaging, and with visibility, messaging, and credibility even when [music] the credibility even when [music] the innovation is strong. You'll learn how innovation is strong. You'll learn how founders can turn expertise into founders can turn expertise into authority, simplify [music] complex authority, simplify [music] complex ideas, and build trust before asking ideas, and build trust before asking buyers or investors to say yes.

buyers or investors to say yes. >> Healthcare entrepreneurs, are you >> Healthcare entrepreneurs, are you [music] ready to rewrite the rules for [music] ready to rewrite the rules for your business so you can have more time your business so you can have more time off, a great team, [music] and more off, a great team, [music] and more income while creating a positive social income while creating a positive social impact? Then you are in the right place.

impact? Then you are in the right place. [music] Welcome to The Providers' Edge. [music] Welcome to The Providers' Edge. I'm your host, Sabrina Runbeck. I'm a I'm your host, Sabrina Runbeck. I'm a provider, [music] an international peak provider, [music] an international peak performance keynote speaker, and a performance keynote speaker, and a best-selling author. Let's open the best-selling author. Let's open the gateway [music] to profitability for you gateway [music] to profitability for you today. My guests and I help healthcare today. My guests and I help healthcare entrepreneurs and startup founders like entrepreneurs and startup founders like you break through [music] barriers so you break through [music] barriers so you can control your business, control you can control your business, control your life, and control your future. This your life, and control your future. This is your defining moment to be a is your defining moment to be a disruptor [music] disruptor [music] Today, our speaker is Katrina Frael. She Today, our speaker is Katrina Frael. She is an internationally recognized is an internationally recognized business mentor who has been celebrated business mentor who has been celebrated for her expertise in guiding for her expertise in guiding entrepreneurs and leaders toward true entrepreneurs and leaders toward true mastery in their field of excellence.

mastery in their field of excellence. Katrina has empowered clients for over Katrina has empowered clients for over 25 years. Drawing from her expertise 25 years. Drawing from her expertise in an award-winning an award-winning author, sought-after speaker, and whole author, sought-after speaker, and whole TEDx presenter is going to help you to TEDx presenter is going to help you to build your personal brand. Her unique build your personal brand. Her unique down for you program transforms hidden down for you program transforms hidden dreams into reality in just 90 days.

dreams into reality in just 90 days.

Personal Branding and Philosophy for Founders

Offering a clear path for success Offering a clear path for success through seven streams of income. through seven streams of income. For those ready to become experts in For those ready to become experts in their field of excellence, Katrina is their field of excellence, Katrina is the how they have been waiting for.

the how they have been waiting for. Providing the clarity, strategy, and Providing the clarity, strategy, and inspiration needed to thrive inspiration needed to thrive authentically in the new world. Future authentically in the new world. Future proofing your business and life. We are proofing your business and life. We are so fortunate to have Katrina here.

so fortunate to have Katrina here. Welcome. Welcome. Welcome. Welcome. >> Hello. Happy New Year. >> Hello. Happy New Year. >> It is all full of excitement every time >> It is all full of excitement every time we go through a new phase, right? New we go through a new phase, right? New quarter, new goal, and most of time quarter, new goal, and most of time self-branding, personal branding, how do self-branding, personal branding, how do you stand out? Because we talk about you stand out? Because we talk about this in both corporate leader as well as this in both corporate leader as well as individual leader, right? Or innovators.

individual leader, right? Or innovators. You are your own individual. You are You are your own individual. You are your own identity, but you're also part your own identity, but you're also part of the identity of that innovation, that of the identity of that innovation, that company that you're building. And company that you're building. And sometimes they are not the same exactly, sometimes they are not the same exactly, right? Because we need to have a right? Because we need to have a parallel identity, and the challenge I parallel identity, and the challenge I find most of startup is that they feel find most of startup is that they feel like their entire company need to speak like their entire company need to speak act exactly like them instead of you act exactly like them instead of you need to speak act exactly like the need to speak act exactly like the problem, the highest level of painful problem, the highest level of painful problem you need to solve, and how your problem you need to solve, and how your offer is going to match the rest of the offer is going to match the rest of the ideal client you need to engage with, ideal client you need to engage with, right? So, I feel like sometimes people right? So, I feel like sometimes people get a little bit of confused on who are get a little bit of confused on who are they, how do they keep that they, how do they keep that authenticity? Well, your product authenticity? Well, your product services need to also communicate in a services need to also communicate in a specific way to the public. So, you have specific way to the public. So, you have been more than 25 years of experience in been more than 25 years of experience in building personal brand and creating building personal brand and creating these additional incomes. When you start these additional incomes. When you start advising people on building those advising people on building those different things, where is the first different things, where is the first thing they needed to start asking or thing they needed to start asking or start thinking?

start thinking? >> Well, everyone's sitting on a gold mine >> Well, everyone's sitting on a gold mine as far as I'm concerned and they need to as far as I'm concerned and they need to explore their philosophy. And so, I explore their philosophy. And so, I suppose people call it their story, suppose people call it their story, their messaging, but I call it your their messaging, but I call it your philosophy. So, from that philosophy philosophy. So, from that philosophy that you want to educate people about that you want to educate people about and make them care about. Otherwise, if and make them care about. Otherwise, if you're not really educating and you you're not really educating and you haven't really got any messaging behind haven't really got any messaging behind it, you're just selling something and no it, you're just selling something and no one really cares. Whereas, if you're as one really cares. Whereas, if you're as a personal brand ambassador for your a personal brand ambassador for your brand, you have a story, you have a brand, you have a story, you have a philosophy, you have a reason to educate philosophy, you have a reason to educate your market so that they actually care.

your market so that they actually care. And so, that's your job and that's where And so, that's your job and that's where the seven streams of income come in. And the seven streams of income come in. And it usually starts, I believe, with a it usually starts, I believe, with a book. And you know, it doesn't have to book. And you know, it doesn't have to be an actual paperback book, it can be be an actual paperback book, it can be an e-book. But really, if you're going an e-book. But really, if you're going to do one, you might as well do both.

to do one, you might as well do both. But this is where you stop and you start But this is where you stop and you start to think about who am I, what do I stand to think about who am I, what do I stand for, what's my messaging, what's my for, what's my messaging, what's my story, what's my philosophy? And we pull story, what's my philosophy? And we pull that out of you. So, that when they see that out of you. So, that when they see you speak, which is the second part of you speak, which is the second part of it, when they see you speak, they now it, when

they see you speak, they now can buy a t-shirt from the rock concert, can buy a t-shirt from the rock concert, which is your book in our world. So, which is your book in our world. So, they get to walk away with a piece of they get to walk away with a piece of you. This is a very expensive business you. This is a very expensive business card, of course, but they get to walk card, of course, but they get to walk away with your philosophy. And they want away with your philosophy. And they want a piece of you and the book really says a piece of you and the book really says in a couple of hours exactly who you are in a couple of hours exactly who you are and what you stand for. So, the book is and what you stand for. So, the book is where we start, not for your market, but where we start, not for your market, but for yourself.

for yourself. So that you've done the the rigor of So that you've done the the rigor of working that out of who you are and what working that out of who you are and what you stand for. Otherwise, people just you stand for. Otherwise, people just don't care. There's just so much out don't care. There's just so much out there, nobody cares.

there, nobody cares. >> Right, so your philosophy is one piece >> Right, so your philosophy is one piece of long content and then for some people of long content and then for some people like us is a long interview, right? A like us is a long interview, right? A speaking engagement and they start speaking engagement and they start there. But for a lot of people, that's there. But for a lot of people, that's audio. You can really also translate audio. You can really also translate something on paper so people can walk something on paper so people can walk away as you mentioned. And how do you away as you mentioned. And how do you differentiate when people should be differentiate when people should be publishing a book as a collaborative publishing a book as a collaborative book versus individually publishing book versus individually publishing under their own name?

under their own name? >> To me, publishing a book in a group is >> To me, publishing a book in a group is very distracting. I strongly recommend very distracting. I strongly recommend you do a book yourself so that it's just you do a book yourself so that it's just one message, one focus, no other one message, one focus, no other distractions with all these other people distractions with all these other people and their philosophies. It's like being and their philosophies. It's like being on a panel. When people are scared of on a panel. When people are scared of speaking, they often think, "Oh, I'll speaking, they often think, "Oh, I'll just do panels." It's like, "Well, you just do panels." It's like, "Well, you get 5 minutes and you're hearing from get 5 minutes and you're hearing from all these other people and all these all these other people and all these other opinions and all these other other opinions and all these other distractions." Again, you've got to be distractions." Again, you've got to be your own speaker. Stand up and be a your own speaker. Stand up and be a keynote with your book and your speaking keynote with your book and your speaking and together you have this one message, and together you have this one message, one focus rather than all these others one focus rather than all these others just because you're scared of writing a just because you're scared of writing a book yourself and scared of standing on book yourself and scared of standing on stage on your own. You might start stage on your own. You might start there, but I don't recommend it for my there, but I don't recommend it for my clients. My clients, I say to them, "No clients. My clients, I say to them, "No to panels and no to group books." To me, to panels and no to group books." To me, you're much better off getting your you're much better off getting your philosophy book done first so that philosophy book done first so that people, you know, you have that people, you know, you have that philosophy book there that says who you philosophy book there that says who you are and what you stand for and you are and what you stand for and you speak, you now can go out and apply to speak, you now can go out and apply to be a speaker at various events based on be a speaker at various events based on your philosophy. People that are on your philosophy. People that are on panels, it's usually just their first panels, it's usually just their first time getting on stage.

time getting on stage. >> I think there's a different takes on >> I think there's a different takes on when people go into a collaborative when people go into a collaborative book, it's because they will believe book, it's because they will believe that it can be faster for them to chart that it can be faster for them to chart the best seller in those category the best seller in those category because now you have multiple author because now you have multiple author pushing and engaging doing multiple PR pushing and engaging doing multiple PR press about that book. So that is true press about that book. So that is true for you if you for what we see as if you for you if you for what we see as if you just simply wanted to say that you're a just simply wanted to say that you're a best selling author and specially best selling author and specially international author, then collaborative international author, then collaborative book is get you there. Versus if the book is get you there. Versus if the purpose is really a self-demonstration purpose is really a self-demonstration of what Katrina you mentioned a of what Katrina you

mentioned a philosophy, right? What do you truly philosophy, right? What do you truly believe in? How are you getting there?

believe in? How are you getting there? What's that story? What is the thing What's that story? What is the thing that you can create better than anybody that you can create better than anybody else, right? That competitive edge. Now else, right? That competitive edge. Now a single book seems to be a much better a single book seems to be a much better way of not being distracted way of not being distracted by anybody else's voices, opinions, and by anybody else's voices, opinions, and the way that they talking as you the way that they talking as you referred to on a panel. And I think I referred to on a panel. And I think I saw also when you're going to speaking, saw also when you're going to speaking, there are going to be conferences that there are going to be conferences that are majority are panel. For you to get are majority are panel. For you to get to a keynote, you need to spend a lot to a keynote, you need to spend a lot more time to build that relationship more time to build that relationship with these event planner before you can with these event planner before you can even get charted for the keynote. Versus even get charted for the keynote. Versus majority of your speaking engagement are majority of your speaking engagement are panelists. Also from where I stand for panelists. Also from where I stand for as a event planner, we wanted to have a as a event planner, we wanted to have a lot of amazing people out there. And how lot of amazing people out there. And how do you do that is a panel. So I think do you do that is a panel. So I think when people start getting engaged in when people start getting engaged in these things, you have to ask yourself these things, you have to ask yourself what's worth it. Is it worth to be on what's worth it. Is it worth to be on that panel because you got to meet a lot that panel because you got to meet a lot of other people in that event? A still of other people in that event? A still good opportunity for you where you're good opportunity for you where you're only looking for keynote. But if you do only looking for keynote. But if you do have some keynote, film it, right? Do have some keynote, film it, right? Do speaking reels, repurpose that. So, speaking reels, repurpose that. So, there's a lot more things that people there's a lot more things that people can leverage. But, I do understand what can leverage. But, I do understand what you're saying. You don't want to get you're saying. You don't want to get drowned, you really want a spotlight.

drowned, you really want a spotlight.

Seven Streams of Income and Signature Programs

So, besides starting with the individual So, besides starting with the individual book and then start picking up more book and then start picking up more speaking engagements, what else do you speaking engagements, what else do you think people should start thinking next?

think people should start thinking next? >> So, the book is the first stream of >> So, the book is the first stream of income, the speaking is the second income, the speaking is the second stream of income, the third stream of stream of income, the third stream of income is to then have a signature income is to then have a signature program. So, a signature program is program. So, a signature program is where the rubber hits the road. This is where the rubber hits the road. This is where the actual money is. There's no where the actual money is. There's no money in books and there's not a lot of, money in books and there's not a lot of, you know, you'll do a lot of speaking you know, you'll do a lot of speaking for free until you reach a, you know, a for free until you reach a, you know, a level where you're getting paid big level where you're getting paid big dollars for speaking and that's a whole dollars for speaking and that's a whole another business strategy. But, the another business strategy. But, the signature program is where you'll sell signature program is where you'll sell something for 5,000, 10,000, 20,000 something for 5,000, 10,000, 20,000 dollars where people can go deeper with dollars where people can go deeper with your message, deeper with the experience your message, deeper with the experience of being educated about this thing, of being educated about this thing, whatever that is. And there's many, many whatever that is. And there's many, many ways you can deliver on this one ways you can deliver on this one signature program that you've created.

signature program that you've created. It could be a three-day retreat, it It could be a three-day retreat, it could be a two-day workshop, it could be could be a two-day workshop, it could be a one-day workshop. What I like to do is a one-day workshop. What I like to do is build the signature program, the big build the signature program, the big Rolls-Royce version, and then what we do Rolls-Royce version, and then what we do is we apply the accordion

method. So, is we apply the accordion method. So, that no matter what the time that you've that no matter what the time that you've given, you might be given a half-day, a given, you might be given a half-day, a one-day, a two-day, a three-day, one-day, a two-day, a three-day, whatever is going to work for your whatever is going to work for your particular industry and your particular particular industry and your particular niche, you can do the same program just niche, you can do the same program just done at different speeds. So, the less done at different speeds. So, the less time you have, the less interactive it time you have, the less interactive it becomes, just like all the way down to a becomes, just like all the way down to a one-hour keynote, there's not a lot of one-hour keynote, there's not a lot of interactivity with that. Whereas a interactivity with that. Whereas a three-day event, lots of interactive three-day event, lots of interactive exercises, a lot of discussions, and a exercises, a lot of discussions, and a whole bunch of interactivity. So, the whole bunch of interactivity. So, the signature program is the third stream of signature program is the third stream of income, and then from there you've got income, and then from there you've got coaching one-on-one. So, same program, coaching one-on-one. So, same program, same signature program, just one-on-one.

same signature program, just one-on-one. And then mentoring is the next stream of And then mentoring is the next stream of income. Mentoring is where they've done income. Mentoring is where they've done your basic one, which is the coaching your basic one, which is the coaching and the training, but now they want to and the training, but now they want to go to the next level. And this is where go to the next level. And this is where you might do a second year of training you might do a second year of training with them. It might be your more with them. It might be your more advanced training. It might be a train advanced training. It might be a train the trainer. It might be for the trainer. It might be for practitioners, you know, industry practitioners, you know, industry professionals. It could be a whole bunch professionals. It could be a whole bunch of things, but it's just more advanced, of things, but it's just more advanced, really. And then facilitating is the really. And then facilitating is the same sort of thing. You've done the same sort of thing. You've done the basic foundational training, but basic foundational training, but facilitating is for those second-year facilitating is for those second-year students, the ones that want to go students, the ones that want to go deeper and become, you know, more expert deeper and become, you know, more expert in your particular field of excellence.

in your particular field of excellence. And then the final one is consulting is And then the final one is consulting is where you're now teaching back to your where you're now teaching back to your industry and creating best practice and industry and creating best practice and creating, you know, installing a policy creating, you know, installing a policy or procedure or whatever it is you want or procedure or whatever it is you want to do to consult back to your industry to do to consult back to your industry and consult back to your organizations and consult back to your organizations within your field of excellence. So, within your field of excellence. So, they're all the streams of income that they're all the streams of income that you've got on hand, and all of them are you've got on hand, and all of them are there at varying levels from the book to there at varying levels from the book to the keynote to the signature program to the keynote to the signature program to the advanced training. All of that is the advanced training. All of that is there so you can educate your market.

there so you can educate your market. Again, cuz if you don't educate your Again, cuz if you don't educate your market about your thing and your market about your thing and your innovation and your, you know, your area innovation and your, you know, your area that you think is so important, nobody that you think is so important, nobody cares. So, it always comes back to cares. So, it always comes back to educating your market, and your market educating your market, and your market needs different education at different needs different education at different levels. And some just want a book for 2 levels. And some just want a book for 2 hours and go, "Oh, yeah, that's really hours and go, "Oh, yeah, that's really interesting." And others want to deep interesting." And others want to deep dive into it. And so, you've got to be dive into it. And so, you've got to be ready for all of that. And that's your ready for all of that. And that's your personal brand. That's what walks in the personal brand. That's what walks in the room ahead of you, is your personal room ahead of you, is your personal brand. And even though you might have a brand. And even though you might have a tech product or something similar, tech product or something similar, you can't just be going around talking you can't just be going around talking about your tech solution. You have to about your tech solution. You have to talk about the whole education piece talk about the whole education piece around why it exists, what's the pain around why it exists, what's the pain there, how did the pain get created, how there, how did the pain get created, how does your philosophy fix that, and so does your philosophy fix that, and so on. So, you're able to do it with these on. So, you're able to do it with these seven

streams of income, as opposed to seven streams of income, as opposed to just having the product itself, the tech just having the product itself, the tech itself. That's almost like an eighth itself. That's almost like an eighth stream of income.

stream of income. >> Yeah, so we'll translate a little bit. >> Yeah, so we'll translate a little bit. So, for subject matter experts, I think So, for subject matter experts, I think that's going to be something relatable that's going to be something relatable is that you are an expert of something.

is that you are an expert of something. You work in the industry for 15-20 You work in the industry for 15-20 years. Let's say you are a informatics years. Let's say you are a informatics expert. And from there, you have a expert. And from there, you have a probably a lot of research, a lot of probably a lot of research, a lot of personal experience building different personal experience building different organization. And so, for those are what organization. And so, for those are what come to your core book, your philosophy, come to your core book, your philosophy, your belief system. That develop into a your belief system. That develop into a talk. And then when you think about a talk. And then when you think about a signature talk, and you really signature signature talk, and you really signature program, now you have to even narrow program, now you have to even narrow down to who are the people who feel pain down to who are the people who feel pain enough, enough, enough, who has the urgency to buy this big who has the urgency to buy this big ticket item. And when you are ticket item. And when you are understanding their language, think back understanding their language, think back to all your past clients, how do they to all your past clients, how do they describe those problem? That's when you describe those problem? That's when you start thinking about what is that big start thinking about what is that big problem you're solving, how are you problem you're solving, how are you solving it? And then with the how, you solving it? And then with the how, you developing that program. And that's developing that program. And that's where Trena is saying that it can be a where Trena is saying that it can be a few days, can be a few hours.

few days, can be a few hours. Everyone listening who are innovators, Everyone listening who are innovators, idea-driven, big dreamers, this first idea-driven, big dreamers, this first part of our [music] conversation really part of our [music] conversation really highlighted something most people highlighted something most people overlook. It's that your product alone overlook. It's that your product alone is not what builds trust. [music] People is not what builds trust. [music] People connect to your philosophy, your story, connect to your philosophy, your story, and how clearly you educate them on the and how clearly you educate them on the problem you solve. Katrina also broke problem you solve. Katrina also broke down why books, [music] down why books, [music] speaking, and thought leadership are not speaking, and thought leadership are not extra marketing tasks, but strategic extra marketing tasks, but strategic tools that help founders [music] build tools that help founders [music] build authority, simplify complex ideas, and authority, simplify complex ideas, and create long-term visibility in [music] create long-term visibility in [music] crowded industry like healthcare.

crowded industry like healthcare. Now, before we jump into the second Now, before we jump into the second two-thirds [music] two-thirds [music] of today's conversation, I wanted to of today's conversation, I wanted to share something valuable for you. Your share something valuable for you. Your voice deserves to be [music] heard, voice deserves to be [music] heard, especially if you have been leading a especially if you have been leading a large healthcare organization, a ACO, large healthcare organization, a ACO, payer, or you are [music] a founder who payer, or you are [music] a founder who have achieved above Series A funding, have achieved above Series A funding, we'd love to hear your story. What we'd love to hear your story. What [music] is the big impact you are [music] is the big impact you are creating? Because just like today's creating? Because just like today's episode is [music] about creating the episode is [music] about creating the right visibility for people to share right visibility for people to share your philosophy and [music] your story.

your philosophy and [music] your story. Go to theprovidersedge.com Go to theprovidersedge.com to apply. All right, let's get back to to apply. All right, let's get back to the second [music] half of our show.

the second [music] half of our show.

Consulting, Authority, and Simplifying Expertise

However, it's in a format it just but However, it's in a format it just but once you have the core of what that big once you have the core of what that big scope looks like, then you can expand or scope looks like, then you can expand or subtract the tuition based on how many subtract the tuition based on how many activities you have with the people. And activities you have with the people. And then is that for many of us, I think a then is that for many of us, I think a subject matter expert, sometimes we kind subject matter expert, sometimes we kind of just skipped the signature talk. We of just skipped the signature talk. We go directly as a consultant because we go directly as a consultant because we worked, right? You creating a complete worked, right? You creating a complete new product and service and sell, that's new product and service and sell, that's a lot of work. So, sometimes you can a lot of work. So, sometimes you can just go directly to us a consultant just go directly to us a consultant because you have the expertise to teach, because you have the expertise to teach, to show them, right? To do a diagnostic to show them, right? To do a diagnostic on things they don't even know what they on things they don't even know what they are are are looking for, right? Like the blind looking for, right? Like the blind leading the blind will not help, right?

leading the blind will not help, right? So, you going to become the eyes. And So, you going to become the eyes. And that's when we start thinking about, that's when we start thinking about, "Okay, where are you in what phase?" It "Okay, where are you in what phase?" It doesn't mean you have to do everything.

doesn't mean you have to do everything. It's more about what can you do to be It's more about what can you do to be the easiest to set up your authority and the easiest to set up your authority and then rinse and repeat, right? And for then rinse and repeat, right? And for tech founders, and that's where also tech founders, and that's where also Trina, you're also leading into is even Trina, you're also leading into is even you have a product, if you're just you have a product, if you're just talking about the hardcore product talking about the hardcore product integrated systems, this drug can do integrated systems, this drug can do this, this is preventative, that's all this, this is preventative, that's all good.

good. good. But as you build this story, you can But as you build this story, you can have something that's say creating a have something that's say creating a community and that community might be a community and that community might be a new product, right? Like in this new product, right? Like in this community, how do you talk about for community, how do you talk about for example, one of our clients talk about a example, one of our clients talk about a pain-free way to do a GYN exam. All pain-free way to do a GYN exam. All right, we all know those spatulas, all right, we all know those spatulas, all those devices are very uncomfortable for those devices are very uncomfortable for women. And then women need to do this women. And then women need to do this exam from teenager all the way to exam from teenager all the way to menopause, right? We needed to have menopause, right? We needed to have those things. But so, maybe what you're those things. But so, maybe what you're talking about is human shouldn't just talking about is human shouldn't just suffer. Women shouldn't just use these suffer. Women shouldn't just use these old school devices, right? What can we old school devices, right? What can we do to make things easier, to adapt more, do to make things easier, to adapt more, to serve the underserved population, to serve the underserved population, right? Creating community around those.

right? Creating community around those. And then when you have that group, those And then when you have that group, those your champions, those your supporting your champions, those your supporting system. And then when you know them so system. And then when you know them so well, then you can actually help to sell well, then you can actually help to sell that product. So, I think for a lot of that product. So, I think for a lot of tech founders out there, we needed to be tech founders out there, we needed to be more creative on creating these maybe more creative on creating these maybe not as high ticket of a product as not as high ticket of a product as you're going to sell the services and you're going to sell the services and programs, but something else that still programs, but something else that still can help with your cash flow and also is can help with your cash flow and also is your social support that will eventually your social support that will eventually your final big ticket product is going your final big ticket product is going to sell to. How else do you think that to sell to. How else do you think that you believe that we can think about you believe that we can think about personal branding in building something personal branding in building something that's a little bit of rigid, right?

that's a little bit of rigid, right? Like a hard to capture and using your Like a hard to capture and using your own voice? own voice? >> Well, just the book itself, if we just >> Well, just the book itself, if we just focus there for a

minute in doing the focus there for a minute in doing the rigor of something like that, you can rigor of something like that, you can actually create a book with a whole actually create a book with a whole bunch of chapters based on case studies.

bunch of chapters based on case studies. So, that people can read all the So, that people can read all the different case studies. The other different case studies. The other benefit of the book when you do the benefit of the book when you do the rigor is that it's about a year's worth rigor is that it's about a year's worth of social media content. So, you're not of social media content. So, you're not reinventing the work wheel. This is what reinventing the work wheel. This is what I call pre-approved I call pre-approved content that's already been edited and content that's already been edited and checked and sits within your personal checked and sits within your personal brand voice and you can just really brand voice and you can just really repurpose the whole thing from Facebook, repurpose the whole thing from Facebook, Instagram, LinkedIn. You can use it as Instagram, LinkedIn. You can use it as scripts and talk to camera. You can add scripts and talk to camera. You can add a voice over and you know, you can do so a voice over and you know, you can do so much with it. You can even turn it into much with it. You can even turn it into an audio book if that's the vibe and an audio book if that's the vibe and that's what's going to get you to your that's what's going to get you to your market quicker. There's just so much market quicker. There's just so much within the book, but the main thing within the book, but the main thing about the book is you've sat down and about the book is you've sat down and you've worked it out and you've built you've worked it out and you've built confidence. It's a layer of confidence confidence. It's a layer of confidence that you wouldn't have otherwise had. If that you wouldn't have otherwise had. If you don't do that, you don't sit down you don't do that, you don't sit down and work out your story, your and work out your story, your philosophy, you really haven't got that philosophy, you really haven't got that layer of confidence and so you'll always layer of confidence and so you'll always feel a little bit off kilter, a little feel a little bit off kilter, a little bit like an impostor. You'll have a lot bit like an impostor. You'll have a lot more self-doubt than the average person.

more self-doubt than the average person. This is a layer of confidence you need This is a layer of confidence you need underpinning yourself as an expert in underpinning yourself as an expert in your field of excellence.

your field of excellence. >> Such a great point. We have to do those >> Such a great point. We have to do those of self-reflection of how do you get of self-reflection of how do you get people from A to Z? And sometimes, if we people from A to Z? And sometimes, if we didn't do that deep dive, we think it'll didn't do that deep dive, we think it'll take a lot shorter amount of time than take a lot shorter amount of time than what it is. Or other people what it is. Or other people oversimplify, and therefore then you are oversimplify, and therefore then you are not standing out as the true niche not standing out as the true niche expert that you are. So, take that time.

expert that you are. So, take that time. And some people might say, "Well, And some people might say, "Well, Sabrina, we're not good writers." But we Sabrina, we're not good writers." But we all know writing doesn't always have to all know writing doesn't always have to be just sit down and type. There's so be just sit down and type. There's so many creative ways. Nowadays, we have many creative ways. Nowadays, we have phones that transcribe for you. You can phones that transcribe for you. You can do a online screen recording. I'm do a online screen recording. I'm showing, demonstrating. Some people are showing, demonstrating. Some people are great at just having a whiteboard, and great at just having a whiteboard, and then they are mapping out portion of how then they are mapping out portion of how do you do things. And then in between, do you do things. And then in between, then add your reason, add the stories, then add your reason, add the stories, add the case studies to make it more add the case studies to make it more human, right? There are so many creative human, right? There are so many creative ways. And if you even want more of it, ways. And if you even want more of it, there's plenty of amazing ghostwriters there's plenty of amazing ghostwriters out there. Once you have the core, they out there. Once you have the core, they will turn that into something amazing will turn that into something amazing and that also sound like you and doesn't and that also sound like you and doesn't sound like someone else completely took sound like someone else completely took over.

over. over. >> Absolutely. That's why I do what I do is >> Absolutely. That's why I do what I do is because it's a done-for-you model cuz no because it's a done-for-you model cuz no one's coming into this as an expert in one's coming into this as an expert in being an author, being a speaker, being an author, being a speaker, designing programs, being a consultant.

designing programs, being a consultant. No one's coming into it with that No one's coming into it with that expertise. So, this done-for-you kind of expertise. So, this done-for-you kind of model is where you don't have to worry model is where you don't have to worry about the back end. It's all done for about the back end. It's all done for you. And yes, we're We're not ghost you. And yes, we're We're not ghost writing per se, but I've worked with writing per se, but I've worked with people that are dyslexic and I'm people that are dyslexic and I'm actually editing, you know, putting 20 actually editing, you know, putting 20 different edits into one sentence.

different edits into one sentence. That's how much kerfuffle it can be to That's how much kerfuffle it can be to edit a book. But as long as I know what edit a book. But as long as I know what you're trying to say, we can then you're trying to say, we can then finesse that and make it sound good. But finesse that and make it sound good. But no one is a great writer. Being a great no one is a great writer. Being a great writer is something that you can pursue writer is something that you can pursue your entire life and still not arrive at your entire life and still not arrive at perfection. There is no perfection. All perfection. There is no perfection. All we want with experts in their field of we want with experts in their field of expert expertise is really something expert expertise is really something that's simple. That's what makes you the that's simple. That's what makes you the expert is you can explain complex things expert is you can explain complex things in a very simple, direct way. And so the in a very simple, direct way. And so the book is something that should be very book is something that should be very easy to read, very simple, and you get easy to read, very simple, and you get up there and the main objective with up there and the main objective with your book and your speaking is for your book and your speaking is for people to go, "Oh, I never thought about people to go, "Oh, I never thought about it that way." That's the objective is it that way." That's the objective is for people to go, "Oh, I never thought for people to go, "Oh, I never thought about it like that." And that's because about it like that." And that's because an expert is explaining something that's an expert is explaining something that's taken them 20 years to work out in a taken them 20 years to work out in a succinct 20-minute TED Talk or a 2-hour succinct 20-minute TED Talk or a 2-hour book read. Do you know what I mean? It's book read. Do you know what I mean? It's just That's what an expert is. It makes just That's what an expert is. It makes the complex really simple. And now I'm the complex really simple. And now I'm interested. Now I know what I didn't interested. Now I know what I didn't know before. Now you've explained it, know before. Now you've explained it, it's like, "Wow, now I'm interested. Now it's like, "Wow, now I'm interested.

Trust, Education, and Thought Leadership

Now I want to learn more. Now I want to I want to learn more. Now I want to apply it to my life. Now I care." apply it to my life. Now I care." Whereas before Whereas before I was oblivious. I was, you know, in the I was oblivious. I was, you know, in the dark. I didn't care because I didn't dark. I didn't care because I didn't know.

know. know. So that's what your book and your talk So that's what your book and your talk is there to do is to make people come is there to do is to make people come into your field and learn something new into your field and learn something new that they didn't know or care about that they didn't know or care about before.

before. before. And until that happens, no one will care And until that happens, no one will care about your tech, either. about your tech, either. >> Exactly. It's We said the trust need to >> Exactly. It's We said the trust need to be built with the person itself, how be built with the person itself, how much they trust you, believe in you, and much they trust you, believe in you, and then they will actually trust and then they will actually trust and believe in the product that you're believe in the product that you're trying to sell, and then ultimately is trying to sell, and then ultimately is trust and believe in the company that trust and believe in the company that you're running. So, you have three you're running. So, you have three really reputation to manage, yourself, really reputation to manage, yourself, your product, and your entire company your product, and your entire company because the company is built on multiple because the company is built on multiple people, and the product delivering people, and the product delivering mostly is might not just be you, right?

mostly is might not just be you, right? Especially when we think about when Especially when we think about when you're scaling these companies, it's not you're scaling these companies, it's not just your couple co-founder with you.

just your couple co-founder with you. You want it to become the hundred staff You want it to become the hundred

staff that on your team and eventually exit, that on your team and eventually exit, right? And so, make something starting right? And so, make something starting from today to make people love you, from today to make people love you, trust you from that perspective, and trust you from that perspective, and also the simplicity is also how we teach also the simplicity is also how we teach people on how do you pitch for that big people on how do you pitch for that big contract, that big check for funding is contract, that big check for funding is that it's not a 10-minute talk. It's that it's not a 10-minute talk. It's actually 2 minutes. Something get to the actually 2 minutes. Something get to the point that people's like, I want to ask point that people's like, I want to ask you more questions, get to the next you more questions, get to the next phase. So, we know there's could be a phase. So, we know there's could be a lot more to dive into it. We're so lot more to dive into it. We're so excited for you guys to even just excited for you guys to even just explore these little things about having explore these little things about having a book, having a talk, having a a book, having a talk, having a signature program, product, and then signature program, product, and then expand that into consultancy, expand expand that into consultancy, expand that into something hardcore that you're that into something hardcore that you're taking to multiple different places, and taking to multiple different places, and then you feel free to express yourself.

then you feel free to express yourself. And then we all start from somewhere. We And then we all start from somewhere. We never grow into even for Providers Edge, never grow into even for Providers Edge, we're top 100 in entrepreneurship on we're top 100 in entrepreneurship on Apple Podcast in US and UK and other Apple Podcast in US and UK and other countries, but we didn't get here countries, but we didn't get here overnight. We have published almost 300 overnight. We have published almost 300 episodes, right? It's the consistency, episodes, right? It's the consistency, it's the grind, it's the passion of it's the grind, it's the passion of continue to do more and to share, to get continue to do more and to share, to get the right people to speak, to listen, to the right people to speak, to listen, to give you the knowledge that you need.

give you the knowledge that you need. And for you guys to start speaking back, And for you guys to start speaking back, right? Tell us how well you are doing.

right? Tell us how well you are doing. Let us celebrate you. Let us hear your Let us celebrate you. Let us hear your story. And this is what this show is story. And this is what this show is about. So, we're excited to be there for about. So, we're excited to be there for everybody else.

everybody else. What really connected personal branding What really connected personal branding back to practical business growth back to practical business growth [music] [music] [music] is that we talked about how founders can is that we talked about how founders can turn one core philosophy into workshops, turn one core philosophy into workshops, >> [music] >> [music] >> [music] >> consulting, community, content, and even >> consulting, community, content, and even new revenue stream [music] without new revenue stream [music] without constantly reinventing themselves. And constantly reinventing themselves. And honestly, one of the biggest reminders honestly, one of the biggest reminders here is if people cannot clearly here is if people cannot clearly understand your message, [music] understand your message, [music] they will not trust your product, no they will not trust your product, no matter how innovative the technology matter how innovative the technology [music] is.

[music] is. On the flip side, if you already been On the flip side, if you already been growing a large audience, then it's a growing a large audience, then it's a great way to think about how [music] to great way to think about how [music] to monetize that audience with the product monetize that audience with the product and services that impact that you truly and services that impact that you truly want to [music] create. Because just want to [music] create. Because just being influencer is not what we are being influencer is not what we are about. You are impact [music] creators.

about. You are impact [music] creators. So, many people are able to build So, many people are able to build influence and following [music] influence and following [music] versus others that has a product driven, versus others that has a product driven, and you need to know how to create those and you need to know how to create those champions around you, so [music] then champions around you, so [music] then they can become they can become someone who are your buyers [music] someone who are your buyers [music] or your investors.

or your investors. All right. So, many of you have big All right. So, many of you have big ideas, and we would love

[music] to hear ideas, and we would love [music] to hear from you. Go to pitchtoyes.com from you. Go to pitchtoyes.com and sign up for our next session.

and sign up for our next session. Typically, [music] we have investors, Typically, [music] we have investors, operators in the room that can help to operators in the room that can help to determine if your idea is hot or not, determine if your idea is hot or not, and where they can direct you for the and where they can direct you for the next [music] stage of funding or growth next [music] stage of funding or growth segments. Go to pitch to yes.com.

segments. Go to pitch to yes.com. Go connect with Katrina and she has so Go connect with Katrina and she has so much more things that she can do for much more things that she can do for you. You don't have to do it all because you. You don't have to do it all because she will do everything and plan it out she will do everything and plan it out with you and to make you shine the best.

with you and to make you shine the best. So, how can they best find you on So, how can they best find you on LinkedIn, your website? LinkedIn, your website?

>> Yeah, I think go really straight to the >> Yeah, I think go really straight to the website because everything all the website because everything all the socials are there. So, if you go to socials are there. So, if you go to becoming the expert.com.au, becoming the expert.com.au, you're able to book in for a free you're able to book in for a free discovery session at discovery session at becomingtheexpert.com.au.

becomingtheexpert.com.au. becomingtheexpert.com.au. Book in for a free discovery session and Book in for a free discovery session and just allow me that time to really just just allow me that time to really just unpack what it is that you're doing, how unpack what it is that you're doing, how it all looks so that I can map it out it all looks so that I can map it out for you and whether you work with me or for you and whether you work with me or not, you still have it mapped out.

not, you still have it mapped out. You'll have a lot of clarity about who You'll have a lot of clarity about who you are as the expert in your field of you are as the expert in your field of excellence and that is a free 1-hour excellence and that is a free 1-hour with me. That's an hour of my life I with me. That's an hour of my life I can't get back and I'd love to sort of can't get back and I'd love to sort of just deep dive with you a little bit just deep dive with you a little bit more based on your specific tech and more based on your specific tech and your specific area of expertise. So, your specific area of expertise. So, yeah, I look forward to catching up with yeah, I look forward to catching up with some of you guys and yeah, find me at some of you guys and yeah, find me at the website and we can connect there.

the website and we can connect there. There's a free checklist you can There's a free checklist you can download so that you can see what the download so that you can see what the program itself contains and there's a program itself contains and there's a lot in it, a lot of value in it. It's a lot in it, a lot of value in it. It's a done-for-you kind of model. So, yeah, in done-for-you kind of model. So, yeah, in 90 days you can have your whole personal 90 days you can have your whole personal brand ecosystem all sorted out and ready brand ecosystem all sorted out and ready to go for a great 2026.

to go for a great 2026. See you soon. See you soon. Today we [music] challenged those Today we [music] challenged those founders and many experts to stop founders and many experts to stop [music] hiding behind their product and [music] hiding behind their product and start leading with the philosophy behind start leading with the philosophy behind why their [music] work matters. In why their [music] work matters. In health care, especially innovative health care, especially innovative space, just because you're a novelty space, just because you're a novelty [music] or you are better than someone [music] or you are better than someone else, that does not build trust. People else, that does not build trust. People need to understand [music] need to understand [music] the story, the problem, and the deeper the story, the problem, and the deeper mission before they are ready to buy in.

mission before they are ready to buy in. Become one of your partner or invest Become one of your partner or invest [music] [music] [music] in your company.

in your company. Katrina broke down how founders can turn Katrina broke down how founders can turn their expertise their expertise >> [music] >> [music] >> [music] >> into authority by simplifying complex >> into authority by simplifying complex ideas, educate their audience ideas, educate their audience consistently, and build a personal brand consistently, and build a personal brand that creates long-term credibility far that creates long-term credibility far beyond a single [music] product or beyond a single [music] product or pitch.

pitch. pitch. Here are the key learning points from Here are the key learning points from today's [music] conversation. Number today's [music] conversation. Number one, your product is not your brand, one, your product is not your brand, your philosophy is.

your philosophy is. Most founders spend years redefining Most founders spend years redefining their technology, but never clearly their technology, but never clearly [music] define the belief system behind [music] define the belief system behind why their company exist.

why their company exist. In this conversation, myself and Katrina In this conversation, myself and Katrina [music] emphasized that people do not [music] emphasized that people do not connect with product first. They connect connect with product first.

Key Takeaways and Audience Call to Action

They connect with your [music] purpose, philosophy, with your [music] purpose, philosophy, and the painful problem you're committed and the painful problem you're committed to solving. When founders [music] only to solving. When founders [music] only focus on feature instead of meaning, the focus on feature instead of meaning, the message gets lost in the noise. So, for message gets lost in the noise. So, for example, I am always champion example, I am always champion >> [music] >> [music] >> [music] >> providers. You have to create a >> providers. You have to create a leadership, leadership, leadership, impact, and legacy beyond bedside, impact, and legacy beyond bedside, because we tap out at our [music] career because we tap out at our [music] career too quickly. For us to have that too quickly. For us to have that one-to-many [music] effect, not waiting one-to-many [music] effect, not waiting for individual patients to come see us, for individual patients to come see us, we become advisors, investors, into the we become advisors, investors, into the innovative space that [music] can impact innovative space that [music] can impact millions into not only our community but millions into not only our community but also globally. And that's why we also globally. And that's why we interview [music] interview [music] experts on this show and we have a experts on this show and we have a ecosystem called House Board Advisors ecosystem called House Board Advisors that are champion [music] that are champion [music] clinicians who are experts and how they clinicians who are experts and how they can become clinical validators [music] can become clinical validators [music] or helping on the business side, or helping on the business side, investment side [music] of healthcare investment side [music] of healthcare innovation. And we all know nowadays innovation. And we all know nowadays we're turning from a sickness-focused we're turning from a sickness-focused care to more of a preventative proactive care to more of a preventative proactive longevity [music] longevity [music] type of care. So, where are you on the type of care. So, where are you on the seat? We'd love to see you. Go to seat? We'd love to see you. Go to to see if you're a good fit for our to see if you're a good fit for our ecosystem. Every application is ecosystem. Every application is individually reviewed and interviewed individually reviewed and interviewed and we're all about [music] the quality and we're all about [music] the quality people that can build things together people that can build things together not another [music] association just not another [music] association just going to lunch and learns and some going to lunch and learns and some conferences.

conferences. conferences. All right. All right. >> [music] >> [music] >> [music] >> Number two key thing is founders must >> Number two key thing is founders must educate before they sell. One of the educate before they sell. One of the biggest mistakes [music] founders make biggest mistakes [music] founders make is assuming buyers, investors, or health is assuming buyers, investors, or health ecosystem [music] ecosystem [music] already understood the urgency of the already understood the urgency of the problem. Katrina explained that your problem. Katrina explained that your role is not just to pitch a solution but role is not just to pitch a solution but to educate people on why the issue to educate people on why the issue [music] matters, how it impact life and [music] matters, how it impact life and current system are failing. The founders current system are failing. The founders who win trust are [music] the ones who who win trust are [music] the ones who make people care before asking them to

make people care before asking them to buy. Now, we also have a way that we buy. Now, we also have a way that we [music] evaluate if you actually truly [music] evaluate if you actually truly understand your ideal client. And we say understand your ideal client. And we say [music] there are five level of hotness.

[music] there are five level of hotness. We wanted to only go after [music] We wanted to only go after [music] the blazing hot people. Means they're the blazing hot people. Means they're not only understand there is [music] a not only understand there is [music] a challenge they're facing. They're challenge they're facing. They're already searching for a solution and already searching for a solution and they have urgency [music] to make a they have urgency [music] to make a decision. When you're not hitting all decision. When you're not hitting all those major things, people don't even those major things, people don't even know they need it, the problem, or they know they need it, the problem, or they don't think they need a solution, don't think they need a solution, [music] [music] [music] then of course, you have to do more then of course, you have to do more education. When you're meeting people education. When you're meeting people and educating them on exactly [music] and educating them on exactly [music] what they're searching for, those become what they're searching for, those become your blazing hot converter.

your blazing hot converter. Number three, thought leadership is more Number three, thought leadership is more than marketing. A book, keynote, than marketing. A book, keynote, framework, [music] or signature framework, [music] or signature philosophy is not just content. It philosophy is not just content. It becomes strategic leverage [music] becomes strategic leverage [music] for your business. That become your for your business. That become your signature.

signature. signature. I have specific signature talks when I have specific signature talks when people invite [music] me to speak on people invite [music] me to speak on conferences and podcast interview or TV conferences and podcast interview or TV segments.

segments. segments. And just like [music] Katrina has her And just like [music] Katrina has her way of doing things. We discuss how way of doing things. We discuss how thought leadership builds authority, thought leadership builds authority, [music] accelerate trust, create [music] accelerate trust, create visibility, and help founders position visibility, and help founders position themselves as category leader instead of themselves as category leader instead of yet another startup fighting for yet another startup fighting for attention. And this goes across with all attention. And this goes across with all other experts out [music] there. Even if other experts out [music] there. Even if you're not building a innovative you're not building a innovative solution, if you are a solopreneur, solution, if you are a solopreneur, you're a consultant yourself, [music] you're a consultant yourself, [music] you are a personal brand. And as a you are a personal brand. And as a personal brand, you have to be able to personal brand, you have to be able to differentiate. You're not just another differentiate. You're not just another [music] clinician, you're not just [music] clinician, you're not just another dentist, you're not just another another dentist, you're not just another functional medicine doctor, you're not functional medicine doctor, you're not just another MD. You are someone who has just another MD. You are someone who has specific expertise specific expertise in this [music] whole ecosystem. And in this [music] whole ecosystem. And based on your expertise, that's how you based on your expertise, that's how you can [music] penetrate and stand out in can [music] penetrate and stand out in the market as a category leader.

the market as a category leader. Therefore, in this [music] crowded Therefore, in this [music] crowded space, technology space, actually there space, technology space, actually there are hundreds and thousands [music] of are hundreds and thousands [music] of company popping up. Everyone has a idea.

company popping up. Everyone has a idea. Therefore, your expertise must become Therefore, your expertise must become visible before [music] your product can visible before [music] your product can scale.

scale. scale. Number four, simplicity is the real sign Number four, simplicity is the real sign of expertise. of expertise. Many founders believe surrounding Many founders believe surrounding technical terms make them look smarter.

technical terms make them look smarter. >> [music] >> [music] >> [music] >> But complexity often creates

confusion >> But complexity often creates confusion instead of confidence. Katrina highlight instead of confidence. Katrina highlight that true expert are the people who can that true expert are the people who can explain difficult concept in a way that explain difficult concept in a way that feels simple, practical, and actionable.

feels simple, practical, and actionable. The ability to simplify your message is The ability to simplify your message is what helps investors, buyers, [music] what helps investors, buyers, [music] and partners quickly understand why your and partners quickly understand why your solution matters.

solution matters. So when you go to pitch to yes event, go So when you go to pitch to yes event, go to pitchtoyes.com [music] to pitchtoyes.com [music] to sign up, we actually break it down by to sign up, we actually break it down by 10 different categories on what works, 10 different categories on what works, [music] what doesn't work, and one of [music] what doesn't work, and one of the category is are you using too much the category is are you using too much jargon? And I really do not like when jargon? And I really do not like when people use abbreviation because even people use abbreviation because even you're in the same industry, you're you're in the same industry, you're making people think too hard. And making people think too hard. And sometimes abbreviation [music] means sometimes abbreviation [music] means different things in different industry.

different things in different industry. So be careful on how you're presenting So be careful on how you're presenting concept. [music] concept. [music] Yes, a lot of medical terms and Yes, a lot of medical terms and technical concept is [music] difficult, technical concept is [music] difficult, but you have to think about if you're but you have to think about if you're explaining to your family who are not explaining to your family who are not [music] in this field, can they [music] in this field, can they understand? If you pass that check mark, understand? If you pass that check mark, mostly we say talking at sixth [music] mostly we say talking at sixth [music] to eighth grade reading level, you're to eighth grade reading level, you're not about dumbing down for people.

not about dumbing down for people. You're [music] actually helping people You're [music] actually helping people to want to know more about it. When to want to know more about it. When things become things become >> [music] >> [music] >> [music] >> more simple and clear, people going to >> more simple and clear, people going to ask you more questions, and that's when ask you more questions, and that's when you're knowing they are actually asking you're knowing they are actually asking buying questions, and now [music] you're buying questions, and now [music] you're chasing them to over educate them.

chasing them to over educate them. Number five, trust starts with the Number five, trust starts with the founders first. Before people trust your founders first. Before people trust your technology, they first evaluate technology, they first evaluate >> [music] >> [music] >> [music] >> whether they trust you as the leader >> whether they trust you as the leader behind it. I mentioned this multiple behind it. I mentioned this multiple times this interview and [music] before times this interview and [music] before that founders are not only managing the that founders are not only managing the reputation of their [music] product.

reputation of their [music] product. They're also managing their personal They're also managing their personal credibility and the long-term [music] credibility and the long-term [music] reputation of the company itself.

reputation of the company itself. Therefore, many of you are going [music] Therefore, many of you are going [music] after people like myself and others who after people like myself and others who has a large ecosystem and simply say, has a large ecosystem and simply say, "Hey, please give me an introduction." "Hey, please give me an introduction." That is not the right approach because That is not the right approach because we all know it takes a long [music] time we all know it takes a long [music] time for all of us to build up these for all of us to build up these individual relationship. Therefore, if individual relationship. Therefore, if we don't know much about you as a we don't know much about you as a founder, much about your company, what founder, much about your company, what your mission, how much you have done, your mission, how much you have done, that is difficult for us to put our name that is difficult for us to put our name behind your company and [music] just behind your company and [music] just keep open doors. And if you have people keep open doors. And if you have people that simply say, "Yeah, we'll just open that simply say, "Yeah, we'll just open doors for you." and there's no vetting doors for you." and there's no vetting system, there's no deeper dive, then system, there's no deeper dive, then they're probably not opening the quality they're probably not opening the quality of doors for you.

of doors for you. So, So, So, >> [music] >> [music] >> [music] >> think about this. >> think about this. Do you rather have 100 conversations Do you rather have 100 conversations that half hour [music] long with that half hour [music] long with multiple different people, some might multiple different people, some might give you a pat on the back, but they give you a pat on the back, but they will never do business or write [music] will never do business or write [music] a check for you? Or do you rather have a check for you? Or do you rather have 10 really good conversation, but 10 really good conversation, but everyone actually is able to [music] everyone actually is able to [music] help you to get to your next milestone?

help you to get to your next milestone? What is it that you want? Quality of What is it that you want? Quality of people and time, not wasting your time?

people and time, not wasting your time? Or you rather just having more Or you rather just having more conversation [music] conversation [music] for the sake of having conversation? So, for the sake of having conversation? So, in healthcare especially, trust transfer in healthcare especially, trust transfer happens [music] in layers.

happens [music] in layers. People buy into the founders, who you People buy into the founders, who you are, those different relationship before are, those different relationship before [music] they buy into the innovation.

[music] they buy into the innovation. So, understand both yourself and anybody So, understand both yourself and anybody [music] who you want to help you are [music] who you want to help you are taking years to build those taking years to build those relationship. So, you need to be able to relationship. So, you need to be able to know how to leverage [music] know how to leverage [music] relationship and ask more appropriate relationship and ask more appropriate questions.

questions. questions. Number six, content [music] is strategic Number six, content [music] is strategic infrastructure, not extra work. Katrina infrastructure, not extra work. Katrina [music] Frieling book, speaking, and [music] Frieling book, speaking, and educational content as long-term educational content as long-term business asset instead of marketing business asset instead of marketing tasks. A single philosophy driven piece tasks. A single philosophy driven piece of content [music] can become speaking of content [music] can become speaking material, social media, investor material, social media, investor message, [music] message, [music] workshop, and future educational workshop, and future educational product. Founders who builds reusable product. Founders who builds reusable thought leadership infrastructure stop thought leadership infrastructure stop constantly reinventing their messages constantly reinventing their messages and create more consistent and create more consistent >> [music] >> [music] >> [music] >> across their brands.

>> across their brands. Now, let me ask you this. Ponder on Now, let me ask you this. Ponder on this. Are you spending more time this. Are you spending more time explaining your product or yourself or explaining your product or yourself or educating people on why the problem educating people on why the problem [music] you're solving matters in the [music] you're solving matters in the first place?

first place? Thank you for listening. [music] Thank you for listening. [music] Remember, the positive change we're Remember, the positive change we're seeking starts right here [music] with seeking starts right here [music] with me and you. If you are a fan of the show me and you. If you are a fan of the show or if you are just having struggles or or if you are just having struggles or success that you're either [music] success that you're either [music] experienced in the past or are experienced in the past or are experiencing now in the health care experiencing now in the health care industry, these matter to all of us. I industry, these matter to all of us. I want [music] to hear from you. Visit want [music] to hear from you. Visit sabrinarombach.com/connect sabrinarombach.com/connect sabrinarombach.com/connect [music]