Michael:

I am here with my dear friend Arel Moodie. We've known each other about 18 years now so we really know each other coming up and in a lot different contexts. We've each written books, we started a company together which grew to be a very successful road tour business, a social impact company, a multimillion dollar company. We did over 400-500 half-day conferences, close to a thousand speakers, promoting and helping people start their first business. We go on family vacations together. We're fitness accountability partners.

One thing I admire about Arel is, he's someone who really lives life full out, in lots of dimensions. Arel is an entrepreneur with social impact, his spirituality, family, community, health, like each area of your life that you want to optimize, he really sincerely is gone and is doing all of those. That's one of the reasons I really admire you, Arel.

Arel:

I appreciate that Michael. Little factoid. A lot of people don't know this, though. We've known each other for a long time but people don't realize how we actually first connected. I was a college student and I read your book and I contacted you just inspired by the incredible book that you wrote many, many years ago. And that's what opened us up to it. I don't know if you talked much about that first book that you wrote. I'll put a challenge right up front just because I like to challenge Michael. I think you're due for a new book.

Michael:

I think so, I think so.

Since we work together, Arel has done a lot of different things. He's continued speaking not just for young people but for corporate audiences. He had a talk show, if you go to arelmoodie.com you can see a lot of really awesome clips from that. He's written a bestselling book and he teaches other people how to be awesome presenters through his podcast True Speaking Success. So we're going to go to a lot of different places and really help people connect with other people through speaking through this new medium of Zoom.

Finding opportunity in cancelled public speaking events

But my first question for you is this. You're one of the first people I thought of when all this started happening. Naturally you're doing keynotes, you're traveling across all the world so you're one on the frontlines in terms of entrepreneurs. What's it been like for you? I imagine all events have been canceled. How does that feel? How are you processing that as an entrepreneur, as a person?

Arel:

The primary revenue stream that I have is professional speaking, public speaking. As everyone can imagine, for the next three months everything has been canceled / postponed / up in the air. A lot of people in my industry are kind of scrambling and they are at odds. They're like, "*Oh, my gosh, the sky is falling!*".

I don't see it that exact same way. Obviously, I'm a realist and I have to be grounded at what is. But there's two things that I think are great opportunities about it.

If we look at it that way, the first thing is I don't believe speaking engagements are going to be dead forever, unless we all move into this bubble, which I just don't see us doing as a society. They will come back. Now, what happens is a lot of events are being canceled now or being postponed. When they do come back, there's gonna be a lot of scheduling conflicts. It means there is going to be even more opportunities for speakers, so now is the time to do what I think is the most important thing, which is **relationship building.**

I think too many speakers are transactional in their mindset. "I want to contact you so you will book me to speak." What I've actually found has benefited me the most is playing the long game and building the relationships. So now, my whole focus isn't: "*How do I sell to my clients?*" It's: ***"How do I do something nice for them?"*** I've literally mailed my clients bars of soap, I've literally put the toilet paper in a mailer and mailed it. And then I'm going to be mailing them phone wipes. A lot of people touch their phones. Everyone's washing their hands but how many people are disinfecting their phones? It's basically not to say, "*Hey, here's why I'm the best speaker and you should book me to speak*", but it's more about me saying, "*Hey, I care about you and I'm not sure what to do for you during this time. Here's something I can do, even though it's small.*" So my mindset is, play the long game. That's always benefitted me.

The second aspect of it is **people's mind. Your knowledge hasn't gone away.** I think a lot of speakers, unfortunately, don't think entrepreneurially because they go, *"Oh, I just know how to speak"*. But your knowledge and your content, it's still here. I've been leveraging Zoom and doing online courses and coaching programs and taking the same knowledge I have, only giving it in a different medium. I don't think there's a lack of people who want to consume information and get better. I think it's just a lack of the medium of exchange of knowledge.

Erase everything that passed. Who are you being right now?

Michael:

I've been thinking so much about this topic, and how different people are doing. The relationship one is a really big one. Eben, my mentor, said something really interesting: because of how people remember things, they get imprinted when things are really emotional or new, like we all remember where we were on 9/11 or on different dates, it's important to realize that we're going to remember how we act and how other people act during this period for the rest of our lives. I think that's huge.

Arel:

One of the questions that I ask myself is: if everything I did before this didn't count and everything after this doesn't exist, if this is the only way that I would build my legacy, how am I acting and how am I going to be remembered based on how I'm handling this time? That echoes perfectly what you just said.

Michael:

I really like that. I remember when I was growing up playing soccer, whenever we scored a goal or when a goal was scored on us, we always had to go back to the line and the whole team would say: "Zero-zero". I've always loved that.

I think about that with our business model. If we were just starting from scratch, given everything, how would we be? And I love that from a legacy perspective: just erase everything that passed, who are you being right now?

How to enter the conversation that's already happening in people's minds

So, we're all figuring out how to communicate on Zoom. I used to feel really weird. I still feel a little bit awkward, should I look at the camera, should I look at you... but I'm feeling better about it. A lot of people are getting more comfortable. I saw that peripherals, webcams and mouses or things like that, are going way up. Once people get comfortable, they will want to be able to communicate better in a meeting, or if they're presenting something, or if they're teaching someone virtually, or 1-1 coaching. The biggest challenge there is keeping people's attention. Normally, in a classroom, if somebody is looking away or on their phone, it's really awkward and obvious. Now in an online environment I could just turn my camera off and you don't even know if I'm still in the room. How do you think about connecting and how we can all connect in this online environment?

Arel:

There's two things that I think stand out to me the most.

The first thing is to **enter into the conversation that's already happening in people's minds.** Right now, I'm willing to bet there's people who are watching this webinar — and I'm talking to you all right now — and you're not actually looking at us. You're just listening to this conversation, because if we actually observe people's behaviors, when it comes to content consumption, most people actually multitask their content consumption. There's a few of you who are sitting down, interacting with us right now. There's a percentage of you who are washing dishes right now, or who are listening to us on their computer but they're on their phones; some people are playing with the kids, some are doing push ups or doing something else.

We have to understand, a lot of content is built to be consumed audio over visual. A lot of people are putting a lot of money into their visual but I would argue that the audio content is at a higher premium. Just understand people's natural behaviors — and again, just observe all of you who are attending right now. You were probably listening to this until I just said it and then you just switched back over to look at us and decided to get locked in for a second. So, the first thing is to understand that's happening. You want to get clear on: "*What is the conversation people are having, let me jump into it*". I've actually found, if you can call that out, for some reason, that gets people's attention. Just saying, "*Hey, you're probably doing this behavior*". If I was literally on my phone and you said that everyone's on their phone

checking sports scores, I kind of feel like I just got called out in the classroom and it helps me bring my attention back. So, one, just enter into the conversation that's already happening.

Michael:

I feel like that's so fundamental. Eben has this quote that 80% of communication is miscommunication. I feel like it's a fundamental skill, to be able to be in someone else's mind. You can communicate better empathy-wise if you're a coach or therapist, a teacher, if you're creating a sales communication, and if you're an entrepreneur, to really create a product or service. That, to me, is one of the most fundamental mental models.

Arel:

It is. And when you enter into that conversation, it's easier to bring people's attention.

Michael:

OK. It's easy to say, enter someone else's head. But **how** do you go in someone's head?

Arel:

Great question. This may be where meditation and more just being aware of your own behaviors comes in, because often we don't observe our own behaviors.

I think the easiest way to enter into the minds of the people you're serving is to understand that **9 out of 10 times the people who are connected to you and relate to you do so because they connect with you as a person.** There's a thousand people that do what I do. The people who connect with me are probably very similar in the way that I think, in the way that I act, so the first thing that I can do is start observing, how do I act? When I listen to videos on YouTube, am I putting away laundry? Yes, I am. Oh, let me acknowledge that, that's something that I'm doing. So I actually encourage people, as easy and as difficult as this is, to observe their current behaviors. Observe when you're working from home, what problems keep coming up for you? How often do your kids come in? My kids will stand in front of my door and literally just wave at me so I had to learn how to wave off camera so that people on camera can't see me waving but my kids can. But then, they're not leaving, they're saying it's an emergency, I freak out and my kid goes, "*I can't buy my Lego.*" If I can be more aware of what's happening to me and then be able to document and share it, 9

times out of 10, **more often than not, that's gonna be the experience that other people are having.**

And then, when you can say things in detail for yourself, you'll see if people respond. I'll say something on a webinar and then I'm looking for it in the chat section. Are people saying, "*That happens to me, too!*" "*Story of my life!*" If I get a lot of confirmation on something I say, I then file that so I can use it in the future. If I bring up something that I think is happening to me and I get no response from people, then OK, maybe that's just my weird self. That's part of the process, how I start acknowledging it and testing it, and then I compile all these and then use them at will.

Michael:

Really interesting. I hear three mental models so far. One is around being in someone's head, just observing your own self at a deeper level helps you get there. Two, when you're selling a product or service, a large part of it is you selling yourself, which is related to how you are connecting with people. And the third one is around the importance of experimentation, getting that loop going as you will learn from it. I remember Jason Dorsey, a mutual friend and mentor for me when I was first starting speaking, he would always say that 50% of what people are buying from you as a speaker is you yourself, not your company, not even your message. It's just you.

Call and response technique

Arel, one thing you do really well and I've always really admired it is around the 'call and response'. There's a certain level of being connected with an audience if you're being vulnerable by saying, "*OK, everyone who does this raise your hand*". But I know with you, at the beginning of a talk you create that connection where you say something, people respond, you say something, people keep responding so by the time you're going in people are ready to hear your message. The question was, how do you think about the call and response? Is that what you call it? Or is there a deeper principle there?

Arel:

You got it. There is a much deeper principle to call and response and why you do it. I think a lot of people think call and response is just a crowd interaction.

For those of us not familiar with call and response, I might say something like: "*By a show of hands, who here besides me X, Y and Z? Who here besides me knows what it feels like to feel lonely even if you're in a room full of people? Who here besides me knows what it feels like to feel like your family is putting this pressure on you like you're the golden child, like you're the one who's supposed to succeed, and even though they've never said it, you feel that? Who here besides me knows what that feels like?*" So I'm calling something out. I'm asking them to raise their hand. I can also ask for a verbal affirmation, so I can say, "*Hey, if this makes sense, somebody say yes. Yes. All right. We're going to do three things today. How many things are we gonna do? Three.*" It's a very simple way to get a crowd interacting.

Now, what most people think is, I'm doing that to be entertaining. As I said, that's not actually the deeper reason why. The deeper reason why is, if I can get people to do something I ask them to do, then what I am doing is saying: "*I'm the leader during this period of time, I am the person in charge, I need you all to listen to me.*" I got an hour or two hours with them so I need to get people to listen to me as quickly as humanly possible so I can make a difference in their life.

I always start my first set of questions with a no brainer that I know my audience will say yes to. A very simple one (it doesn't fit for all situations but you'll get the idea) is: "*By a show of hands, who here would like to leave this presentation knowing how to make more money than when they came in? Who here would like to know how to feel happier in your life day to day? Who here would like to be more successful?*" You can do stuff like that, that almost no one will say no to. But what I'm doing is stating the dominance that I'm the alpha for this period of time. It's a subconscious thing. If I do something for you, it's like me saying, "OK, I'm going to listen to you". And that happens without me ever saying "*I need 100% of your attention.*" I don't have to say it.

I go into the small and easy things in the beginning, so when I go into the deeper stuff, I've already established that when I ask a question, you respond, when I ask you to do something, you do something. That way, when we go into the deeper work that's going to impact them, it's not a herky jerky cold start, they're warmed up to it and it's easy peasy.

Michael:

It's like a feedback loop of just starting very simply between you and then gradually going deeper and deeper, just back and forth, back and forth.

Arel:

The last thing you want to do when you're presenting is say, *"All right, everyone, I need a volunteer, can someone please raise their hand?"* — and no one raises their hand, they're just sitting there. Because this is the other thing, and this is really important to me. When most people do presentations, like this one right now where all of you are listening and observing, hopefully watching as well, this conversation we're having, with most people it's almost like they're watching a play. When I go to a play I'm not expecting any of the characters to interact with me. I'm not expecting any of the characters to break that fourth wall and even see me as a person. It's actually funny, if you look at most people's faces during a webinar, it's this blank stare, 'you can't see me' kind of face. And when you acknowledge people, *"Hey, John, what do you think?"* you actually see this change in state because they go, *"Oh, yeah, you can see me."*

What happens to most audiences, whether it's virtual or real, is they go into this mindset of *"I'm watching a show that I'm not a part of."* And then when I ask a question that's directed at them, there's this mental switch that goes from audience member to participant. That switch typically is hard for people, or it's a cold start, or it fries your brain for a moment. If I can get people to respond and do things sooner, then when we have that deep part, they know, *"This isn't a show I'm watching, this is something I'm participating in."* And then your participation levels go up, your interaction goes up, and your effectiveness goes up.

Michael:

OK, on this webinar we got our Mental Model Club members and the Learning How to Learn group as well. If you were leading it, how would you go from here?

Arel:

What I've been doing on my virtual stuff that's been working really well is I acknowledge the medium that we're in and then ask for them to take some type of action.

Actually, there were two things that I wanted to share and I shared the first one previously. I want to share the second one. But! Because in a normal presentation I could see everyone but in this, I literally can only see Michael, I can't see other people — if you're watching this and you want to hear what the second one is, just for my sanity, type Yes in the chat. I'll

share it with you but I've got to know if you're actually paying attention here, and the only way I can know is if you write Yes in the chat.

This is an example of a call and response. This is me saying, "*Hey, I can't see you, I don't know if you're paying attention, do me a favor, type Yes if you are and let me know.*" It then will cause people to shift from "*I'm watching the play*" to "*I'm interacting.*"

With virtual, we have to solve more problems

And to answer, because there is a second thing and it's very simple. The second thing is with virtual, we have to solve more problems. I think in real life I can do more of "*Let me tell you about my backstory, let me tell you about who I am, what I've been through,*" and build this emotional connection. But in virtual, we have to spend more time on solving people's problems because, if you observe why most people go into a video, they go in because they want a problem solved. I go to a live event because I want a problem solved, and I want an experience. I want to have this connection, I don't want to be bored. But when I'm watching videos... If you observe your own behaviors, you typically type in "*how to invest in the stock market*" and you don't want to hear someone's backstory about how they started trading when they were 13 and how they used their Bar Mitzvah money. That story is excellent in an offline keynote but online, it's "*Hey, get to my solution.*" So the more you can focus on problem solving, addressing problems upfront and then solving them as quickly as possible, you'll actually find more people are engaged.

Build momentum before the official Q/A

Michael:

We've got some great yeses, exclamation points and lols. How would you think about the next step? What's one thing people can do in a webinar once they have that initial participation get the engagement up?

Arel:

Here's a very common mistake people make when they're presenting online or offline. They get to the end and then they say, "*Hey, who has questions?*" And then there's this super awkward moment where people have to first think of their question, then they have to type their question, there's this lag in time and then you as a presenter are sitting there thinking,

"Should I say something right now? Should I let them think? Do they not have any questions?" because you can't get any immediate feedback.

What I do is I say, *"Hey, just so you know, in a little bit, we're going to go into some questions, so I want you to start thinking about what questions you want to ask now. And in fact, if you have a question right now, type it in and I'm going to get to it in about five minutes. If you want your question answered first, go ahead and write it right now and I'll make sure to get it and then we'll do Q&A."*

What I'm doing is letting the audience know, *"Hey, switch your mind, I want you to move from the position that you're in"* so that some people go, *"Man, I've been wanting to ask this question"* and they get it down, and then when I answer that question, you actually see the snowball effect. Michael, if you remember when we did EET, you remember that panel, it would always start out slow, nobody's asking questions and then in the last 10 minutes of the panel, everybody's hand goes up and then we got to shut it down. We need that momentum so that people could ask questions, so when I do things like that, I've noticed I get more momentum and I get more questions. And it helps people also mentally become more locked in because they are thinking about the questions and being able to ask them.

Michael:

I've seen different approaches with webinars and other online communication. For example, at the very beginning, Eben says, "Close all your windows, close your eyes for a second, take a deep breath and get presence to why you are here. Grab a notebook, we're going to take some notes, we're going to share amazing things." Is there anything like that that you recommend people to do?

Arel:

I've not tried that particular methodology before, I think it's great. Here's one of the things that I do, I actually did it yesterday on one of my coaching calls and it worked surprisingly well. The first five minutes of a webinar are really awkward for me as the presenter because you're waiting for people to log on, you're waiting for them. There's a decision of *"Do I jump right in, and if you were five minutes late shame on you"*, or is it *"I should give people a five minute courtesy"*, but then I'm like, *"Man, I don't want to sit here and do nothing and waste people's five minutes if they came on time."*

I started to do 'Name that tune', which is not nearly as deep as Eben's. I was like, "*We're going to do a five minute game before everyone gets started*" and I started playing songs into my mike and people would guess the tune for those first few minutes until we get started. At the end of my webinar I did the 'name that tune' again and we literally stayed on for 30 minutes until about eleven o'clock at night just doing 'name that tune' because it was that fun. It was a fun way to start it so that people are engaged and having fun, and it also doesn't feel like I'm wasting their time. It's not nearly as deep as Eben's, I actually will try that, I like it, but the 'name that tune' one worked really well.

Michael:

And speaking of virtual events, my dog is trying to come into the room so give me one second.

Arel:

This is real life, right? This is an example for all of us watching. When you have family members or dogs that don't get personal boundaries, everyone gets that. My door's locked in my office and he's rattling the door, I think most people get it. So I think if you catalog those and then talk about kids coming in or dogs trying to come in, I think people get it. And it humanizes you too, which is cool.

Work to be done before getting people to know, like, and trust you

Michael:

Arel mentioned the questions earlier so let's do that, people who ask the questions earlier get them responded sooner. Here's one:

I get we need the people to connect with, know, like, trust us, to have an impact. How do I develop that skill so that I do it naturally?

Arel:

There are very simple concepts that allow us to know, like, and trust someone. But you have to do some work, first of all to ask yourself, "***Who am I?"*** It's a very important question. For

me, I've made it very clear to myself that I am an entrepreneur, I am about personal development, I'm about my family, I'm about my spirituality, and my physical fitness. These are things that I look at, this is who I am, so I will present information that really only touches upon those subjects. You'll probably never see me post girls in bikinis sliding down slides or something that might garner a lot of views and comments, which people might misconstrue as social capital. It goes against who I am. I ultimately want to attract people who are like me. I want to try people who are entrepreneurial, into personal development, care about family and spirituality. If you're not into that, you're probably not going to be into me or you're gonna think I'm weird. So **the first thing is to get a grasp on "*What do I represent?*"** and then make sure that the information that you're putting out there is true.

The second thing, I don't know how to call it but I noticed that a lot of people give advice that they're not actually doing themselves, and the audience will feel that inauthenticity. This literally happened to me yesterday: I'm on this guy's email list and he's like, "*You got to run Facebook ads right now because no one else is running Facebook ads, I'll teach you how to run Facebook ads, right now my Facebook ads are crushing it.*" There was something about the message that just hit me wrong so I went to this guy's Facebook ads library (where you can put anyone's Facebook page and see all the ads that they're running right now). So I go to his page and he's running no ads right now. Come on, man, you're the guy who's telling people to run ads and you're not running ads. For some reason, his email felt inauthentic to me and I think ultimately people can sense it so you have to make sure that what you're putting out to people and telling people is also what you're practicing. If you're telling people not to freak out, but you're freaking out, that inauthenticity will cause me not to trust you. You have to know who you are, and the messages that you put out have to also be authentically practiced by you, and then I think you'll be surprised at how easy it is to get people to like and trust you.

Michael:

It goes deeper than the latest speaking hack or things like that. Who you are fundamentally shines through.

Arel:

You have to be clear and this is the thing I think people miss. "*Who am I? What do I represent in the world?*" Most people go, "*Oh, I'm just me.*" But who are you? I know I represent a kid who grew on welfare, who was able to get out of that and build a successful

business and make a positive difference. I know I represent that, so if I start doing things that go against that narrative, I become inauthentic or I become weird. So the first step is really saying, ***"What are the five things I want to represent?"*** and then, being clear. Look at your social media posts, look at the emails you sent out and ask, *"Am I actually displaying those things?"* And I would argue most people may see some inauthenticity there.

Using Zoom functionalities: Gallery view

Michael:

We talked beforehand and you said something that was really interesting around different functionalities of Zoom. There's breakouts, we could do polling, and there's also the Gallery View if there are multiple people. There's also this new thing called Zoom bombing, when someone just flashes the entire audience.

If you're doing training for other people, what are your thoughts on having all of those people in gallery view? I also like the idea of a group photo you mentioned while we were talking earlier.

Arel:

One of my best friends who has a really successful coaching program invited me on his coaching call and I was surprised because his was the first one I went on where everything was in gallery view and he was in the upper left hand corner speaking. I liked it because everyone is visual and everyone was in the gallery so you could see if somebody was doing something else. There was accountability. I actually liked it. I haven't done it yet because I'm trying to understand it more on the backend, but he did it that way and I really liked it because everyone had to be visually present. Now, the difference is, those were all his coaching members so there's a tribe, there's a level of trust. If I'm doing just a general broadcast and I open it up to anyone, I can have some unstable people jump on and do things that are inappropriate. But if anything, that might just create something really funny for us to laugh about and bond.

Michael:

Justin Benton is saying: "We got Zoom bombed. You want to use the waiting room to approve people and passwords to make sure Zoom bombers don't mess up your meeting."

Arel:

Humans are such fascinating creatures. I love observing them. There is a human who actually said, *"That's a good idea, I should start doing that."*

Michael:

For the tour events we always used to do group photos at the end. We would do one that's kind of serious and one with everyone making a silly face. I love that idea too. If you're in gallery view, you can do group photos

Arel:

We'll do one at the end, I did it and it worked really well. I'm going to do it here to see if it transfers here at the end of this. Everybody, we're gonna go to gallery view and we're gonna do a crazy face and then Michael will take a screenshot of it, and you can upload it to your Facebook group and then people can comment or tag on it. But I found it's really cool to let people know, *"Hey, I know you're in your office or in your home alone, but you're not really alone, this is a cool group of people. If you have any warrants and you don't want to get arrested, or if your hair and makeup are really bad don't be in the video but we'd love for you to be in it just to show the cool, diverse, awesome group that we have here."* So in fifteen minutes, we will do that and post it just to have a moment in time captured.

Michael:

I'm not 100% sure it's possible on a Zoom webinar versus Zoom meeting, we might want to test that.

How vulnerable should you be while presenting?

Dan says: *"Authenticity is hugely important for connecting with people and building trust with them. Are there nevertheless aspects of your authentic self that you hold back when presenting or teaching?"* Really good question.

Arel:

Fantastic question. Authenticity also really depends on what you feel comfortable from a vulnerability perspective. I think authenticity and vulnerability are two different things, but they're like brother and sister. A lot of times people say you've got to be super, super, super vulnerable. I remember I was working with a speaker who said, "*When I was younger, I was sexually molested. Should I talk about that?*" That's very, very personal and obviously there's a lot of things that come up with it, so the question that I asked was: "*If you stood in front of an audience and you said that, how would you feel knowing that you shared that?*" He said, "*I honestly don't want to share this, I'm not the 'how to get over molestation' speaker, that's not my thing. I don't want to talk about that, or people to make my whole presentation about that.*" If that's going on for you, I wouldn't recommend sharing it.

Your vulnerability has to be connected to two things: "*Is this comfortable for me to do?*" and "*Does it drive my goals?*" If my goal is to help people with public speaking, it may not make sense for me to talk about how to save money. I could tell the story of how I was in a financial ruin that is authentic, but it may not further the particular goal of what I'm focused on right now. So I would say:

1. Does it further the goal of what you're trying to do for the people you're serving?
2. On a vulnerability perspective, do you feel like you feel empowered when you share it, or do you feel small?

I created a mental rubric for deciding if this vulnerability is worth sharing or not. I ask myself:

If I share it, do I feel nervous like I'm excited, like I'm about to go on a rollercoaster and I'm nervous about it, but it's making me feel big and filled up, or is it one of those things that make me feel smaller and make me feel like if I share it, I'm going to be smaller and diminished?

That is a very personal decision because one speaker may share that they've been molested and it's on point, and another speaker might do it and it feels weird. So I think, ask yourself, "*Am I nervous because I'm doing something I've not done and I'm expanding myself, or am I nervous because I'm shrinking and feeling like I'm getting smaller in the eyes of myself and others?*" If it's the latter, I wouldn't share.

Becoming who you are as a presenter through reps and modeling others

Michael:

That's a really good rule of thumb there.

One of my big goals for the year was video, doing more Facebook lives and stuff like that. I'm just not as comfortable with video as I am with writing, so what I have been trying to think about is building practice routines. When you're training speakers, if they don't have many speaking engagements it can be hard to practice, but how do you think about helping people create practice reps so that they can get better rapidly?

Arel:

Yeah, life is all about reps, I think that what we never had access to before is Facebook live.

I think that ultimately what you're learning in the first, I would argue, 500 presentations, is: who are you on stage when the camera's off? Because 90% of people when they're talking one on one, to a human, they're so calm and relaxed, they say something really cool and then I try to get them to say it again on video, and as soon as I hold my camera up they turn into a totally different person.

I think reps are super important because the first 500 times you do it, you're just trying to learn: "*Who am I as I present myself? Who am I on camera? Who am I on stage?*" What typically happens for most people, the process that I've observed is the **first person who you are is not you, it's someone you're modeling.** Your Gary V or your Tony Robbins or your Michael Simmons. You're being someone else because you go, "*I don't know who to be really, but I know this person is successful and I admire them so I'm gonna almost channel and embody that.*" So the first iteration of it is you channeling this un-version of yourself. You're like this junior version of someone else.

And then there are these moments where your natural personality kicks in and you think, "*Oh, that felt like me.*" You just have to keep doing it. I wish there was a way to hack reps. I could inject stuff into my body to make my muscles bigger but in the short term I'd do really well, in the long term I wouldn't. This is one of those things where you just do the work.

Ultimately what I've done is I almost feel like I'm this amalgamation, a potpourri of all of these people I admire, and all of that actually becomes who I am.

Michael:

I really like that. It's like a feedback loop with yourself in a way. I'm just observing myself this year as I've been doing a lot more lives than I ever have done. There's a pressure to keep doing it. Another thing, I'm starting to track the numbers of how many people are live so that takes getting used to, not letting that affect your mind space. And then also, when I watch it again, I feel like, *"Oh, my God, I can't believe I look like that."*

Arel:

Watching your own video is the worst, most difficult thing. If any of you watch a video of yourself, you're noticing things no one else in the world.

Michael:

Do you recommend watching those yourself because it could actually hurt your self-esteem in the short term?

Arel:

It's a great question. I don't watch videos of myself and I don't know if that's good feedback for everyone else. I don't like watching videos of myself. It's a thing that I have to get over. However, I very much admire people like Kobe Bryant who was meticulous about watching his game tape. After I read his book I understood how much he would put into it. He said he would play a game, and immediately after the game he's watching the footage because he wants to see where his feet are and where other people's feet are.

The funny thing is, the more I've actually observed myself, the better I've gotten. But I also notice I have a natural resistance to being comfortable watching myself. When I did some TV shows, I would watch the TV shows and be like, *"Oh my gosh, is that what I sounded like? Is that what I look like?"* but other people think that's really good.

So I think, if you can get to the place where you're not going to beat yourself up, watch the tape, but if you're not in that place yet, you may do better by getting feedback from

someone who's an expert in it already. That's where I feel way more comfortable. I would prefer to get Michael's feedback, what he thinks I could do to do better. I trust his opinion, and then I'll do it. Don't just ask your brother, your sister, your wife, your husband. Don't ask them because they don't know. I stopped taking audience feedback because most audiences don't understand the complexity of what I'm trying to do. My feedback now comes from other people who I know are excellent at their craft because their feedback to me is more valuable for what I'm trying to achieve than my audience's, which sounds really counterintuitive, but it's just helped me tremendously.

Michael:

Really interesting. That's a counterintuitive one.

Another thing is camera angle. Are there some rules of thumb you like to have with camera angles?

Arel:

I've actually experimented with a lot of different camera angles and I went for a more pulled back one. I'm more emotive and expressive with my hands, I also have a lot of energy, whether it's good or bad, nervous or excited, so I notice how I'll move forward, I'll move back. It's just my natural inclination, others may not have it. So I try to put myself into a frame where if I sat back, you can see my entire frame, my natural movements will work, but if I move forward, I'm not cut off too much. I can go forward and you can still see me, then I can also move back and I'm still in it. I found that around this zone, this is where I'm best.

Michael:

VJ asked a question: "I know Arel's books are reversed, I'm curious why."

Arel:

The reason why all my books are reversed and the spine is not out is because from a static perspective, my wife who designed this said that all of my books had different covers and different colors and she was trying to put all the black colored books together and all the blue colored books so that there could be symmetry, and she found the easiest thing to do was just have it all be white facing so all the books are turned around. It makes it a little

harder for me to find the books that I want to find but aesthetically it works. Noone's ever observed that so VJ, hats off to you.

Using movement and voice as a presenter

Michael:

Another thing is, I got to know you when you were just getting into speaking and you're one of the reasons I realized that speaking is not my thing. I saw how much you loved it and then realized that wow, you just got way better than me really fast because you love it, so that got me more passionate about other things. But I also remember how you really studied the movement. When you're presenting online it's not conversational or like presenting to a Keynote, you're almost performing. You're being more loud with your movements and you're using your voice differently. Have you begun to think about that, when you're making a point, leaning in and talking versus using props or whatever?

Arel:

A lot of my learning comes from doing and trying things and I'm doing a lot of experimentation right now. Exactly those things, because in a normal presentation, for example, if I'm about to say something that is really important, before I get to that point I need to build the momentum up for it. So then I go: "*In a little bit I'm about to share something that's truly impacted the way that I do my business. I'm so excited about it.*" I know that that build up, ramp up. I start talking louder, speeding up my talk, I use big gestures. I know that when I change my physiology and my voice patterns, it signals to my audience something's about to happen.

And then what happens is what is called the emotional rollercoaster. Typically what I do is if I go really high, the next thing that I do is go very low. For example, I'd start really high: "*I want to share with you something that when I heard it, it totally changed the way that I looked at public speaking and how I interact with people.*" And then I'd continue low: "*But here's the thing. It's not what I thought it would be and it's not what most people will teach you and I want to explain why.*"

So when you go really excited and then you drop from that, you're almost changing your frequency, which signals to the listener, "*He's quiet and he's lowered his voice and he was just excited. This must be super important.*" It allows you to bring your audience in.

What I'm experimenting a lot with now is, do all these things and methodologies translate virtually? We're all still learning. I think it's such a new medium that it would be hard for me to say, “I know this 100% works in real life and it also 100% works in virtual.” That's a question I will figure out. As we tested, I think there's going to be an opportunity for people to become experts in delivering virtual presentations and that skillset might make them the top requested virtual keynote speaker or consultant coach.

Look for the new opportunities

Michael:

I feel like there's so many challenges, and as we go through those challenges emotionally, it's just really important to look for the opportunities. There's so many little things you could change. Have you experimented with the virtual backgrounds?

Arel:

I just learned about it. I tried it and it's hilarious. What's funny about my virtual background is because of my actual background, it doesn't work. I would have to buy a green screen.

I think ultimately there's a great opportunity to learn and there's a great opportunity to capitalize on this. It may be something I do, who knows. One of the cool things about learning is that you can become an expert in just backgrounds of virtual presentations, get the right material in the exact pantone of green to get the best virtual background. You could become that expert and probably crush it. Also, the beautiful thing about what you do, Michael, in the Mental Model Club and Learning Ritual and all that you do is, you give people the opportunity to learn that there's so many niches and so many individualized things and you can become an expert in anything. I’m reading this really old book from W. Clement Stone, and he said it's actually easier to become successful than it is to fail, because to become successful, you just have to learn a lot about a little. What most people do is learn a little about a lot. But if you learn a lot about a little, you're the commodities expert, the Forex trader expert and more people are interested. I think that's what you bring with this kind of stuff.

Michael:

One way I look at it is, there’s the 10,000-Hour Rule — for a lot of fields, let's say chess or

games or music, you have to study for a huge amount of time to be world class. However, that's only in fields where it's been fixed for a long time and the rules don't change. In the business world, the rules are constantly changing and the way I look at it is, all the change is happening right now, there's literally hundreds of thousands of new skills that are suddenly in demand that no one is an expert at.

Arel:

Remember when social media marketing experts first started and I was like, "*You're teaching people how to use Facebook and Twitter?*" I remember I thought that was the stupidest thing in the world and then all the people who were doing it, they blew up. So now, look at what are the needs of virtual. What are the needs of live streaming? A lot of people might be good on the technical aspect, but how about the delivery aspect? If you're the CEO, how do you deliver a presentation to keep your team members' attention?

There's a lot of people suffering right now and there's a lot of challenges and I don't want to diminish that, but in every down economy, new opportunities present themselves for the people who look for those opportunities. They will find them and they will do well. And those that are Kodak and Polaroid will become obsolete.

Holding on to the old, or preparing for the new?

Michael:

My last question. You've been honing your ability to do keynotes to practice in the virtual realm or virtual speaking. It's a whole new thing and it takes a lot of learning, it's a really big investment. With all this uncertainty right now, how do you walk the line between staying true to what you're best at and waiting for things to go back to when there's lots more speeches versus virtual keynotes, that's the future, I might become the world expert at that?

Arel:

It's one of those things where you're one foot on, one foot off constantly. But my mental model, if you will, is simply **control the controllables.** My whole thing is: "*What can I control? What can I not control?*" I can control right now building relationships with people. I can't control transactions as no one is signing contracts. When you shared with me that document with second order effects of the Coronavirus, I was like: this is why Michael is

such a genius, he's looking at what's happening right now, what are the challenges and problems happening right now, and what is now being created because of these challenges and problems. I think that is ultimately the best model, so my mindset is: I'm going to continue to build relationships, I'm going to stay connected to the people who are trying to do speaking engagements, I'm going to be ever present and top of their mind so that they don't forget about me. But at the same time, I'm also being very aware that this virtual thing is going to be big. I just signed two contracts to do virtual keynotes, we're going to see how those go. I signed one contract to create a library of videos for people to use.

If I'm noticing my clients are shifting in their needs, I would be an idiot to say, "*Well, let me just wait until the speaking engagements come back.*"

Michael:

So in other words, building deep relationships and listening to where people's needs are right now and resort to that rather than jumping into what you think it's gonna be.

Arel:

Yeah, but doing both. It's not like I'm abandoning ship and saying that presentations are done, let me throw it out the wayside and go all in on this. I'm still maintaining that, but I'm also aware online coaching is going to be big, online courses are going to be bigger, online video is going to be much bigger than it ever was. So I need to just play in that field. If I need to step out of it, I can. If I need to go into it, I can. That's what I'm figuring out now.

Michael:

This live broadcast is free for everyone who's on it and if you're a Mental Model Club or Learning Ritual member, you get the recording for free and also the transcript so you can take all of Arel's tips and use them in your own life.
Arel, if people want to learn more about the speaking market or how to communicate better, where should they go?

Arel:

I encourage everyone to go to TrueSpeakingSuccess.com if you want to learn more about speaking. I teach the business side of speaking, I actually acquire speaking engagements,

and I also teach how to become better at speaking. If you go to truespeakingsuccess.com, put your name and email and you'll be able to get a webinar that we do and a list of 19 organizations that book people. I send out a bunch of emails so getting on my email list is the best way to stay in touch. If you're on Instagram or Facebook or LinkedIn, my name is Arel Moodie. If you just search my first and last name, I'm literally the only Arel Moodie in the entire world.