

## **Episode 71: How to grow your business from speaking on a summit.**

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Speaker: Majeed Mogharreban

Description: Majeed Mogharreban founder of Expert Speaker Institute walks us through his strategies for having an impactful story when you speak on a summit. And how virtual stages such as summits are the most underutilized and most powerful way to grow your business. Plus a ninja trick to immediately get more business from speaking on a summit.

About Majeed Mogharreban:

Before the age of 21, Majeed Mogharreban owned and sold five successful businesses and traveled to 24 countries.

In the past 7 years, he has mentored hundreds of business owners, including a two-time Olympic gold medalist and MVP professional football player.

Majeed has inspired audiences in Canada, United States, Australia, and New Zealand. He has appeared as a guest expert on TV, and been featured in various newspapers, including The Globe and Mail, Canada's leading national publication.

Majeed is dedicated to help people unlock their freedom to actively create a life of passion and purpose. Some might call him the arch nemesis of a directionless life. We call him Your Personal Success Guide.

Reach out to Majeed Mogharreban:

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Super Ninja tip on speaking on summits:

- Connect with other speakers on the summit

Stories:

- Your story is your personal brand
- It's memorable
- It's re-tellable
- From beginning to where you are now

Pain Island to Pleasure Island

- When you tell your story, talk about the journey of how you came from where they're at now to where they want to go

Real measure of success:

- Did you inspire someone to take action

Why use stories:

- The human brain is optimized to pay attention to stories
- People pay attention to stories

Number one thing a speaker must do:

- Get and keep people's attention

4 Things people are going to do:

1. Do nothing
2. Do it yourself
3. Hire someone else
4. Hire you

The Invisible Checklist:

- Do you want to work with me?
- Do you want to solve this problem?
- Do you want to solve this problem now?

Connecting with other summit hosts:

- Email my list that I'm going to be on this summit
- Promote it on social media
- Create a video
- Do a call/connection call
- Connect on all their social media
- Comment on all their stuff
- Like all their stuff
- Use familiar language
- Act as if you're buddies

Number 1 rule of getting rehired in summits:

- Make the summit host the hero

Majeed's piece of wisdom:

- You can't help people if they don't know about you.