Episode 16 with Guest Michelle Patterson

Lisa: Welcome to Episode 16 of, Boost Your Sales and Lifestyle. I'm your host, Lisa Sasevich, the queen of sales conversion, and founder of the Sales, Authenticity, and Success, year long, Mastermind Training Program for Entrepreneurs. On today's show, we'll be talking with, Michelle Patterson, who has worked with a multitude of big hitters across various industries, and she has the insider secret of how they all successfully gave themselves a raise. Trust me, you're in for a treat, and after you listen to this hot episode, be sure to visit us at boostyoursalesshow.com/16, as in 16, to grab the show notes, transcript, and Michelle's free gift, the best slides blueprint. All right, you ready to get sassy with us? Let's dive in.

Speaker 2: Welcome, to the Boost Your Sales and Lifestyle show, with Lisa Sasevich, the queen of sales conversion. Lisa, teaches experts who are making a difference, how to get their message out and enjoy massive results without being salesy. Lisa is here to lift you up, show you a new prospective, and open your world to what's possible for you, helping way more people, making way more money, and making the difference you were born to make.

Lisa: Welcome everybody. I'm excited to have you here and congratulations on doing what it took to be here with your full attention today. This is definitely a statement to the universe that symbolizes your commitment and your investment in yourself and all those you serve. This season’s theme is, Give Yourself A Raise, how to package, price, and sell your expertise high ticket. Each of my guests on the show, this season, have been selected so that you can stand on the shoulders of giants, and learn from people who've gone before you and experienced great success in this area. Today, it's my honor to introduce you to, Michelle Patterson. Now, Michelle is the CEO of Women Network LLC, a media and production company giving women a voice to share their message.

Women Network is created the largest community of women, globally, and they are exclusive event producers of yes, The California Women's Conference. Now, Michelle, is also the founder of Global Women Foundation. This is a 501(c)(3), nonprofit public charity created to bring women together to create global change by empowering them to transform their communities. It's mission supports women to effectuate this change through serving as a worldwide conduit for connecting community, mentoring, education, and financial support. Now, most recently, Michelle Patterson, was knighted by the Orthodox Order of Saint John Russian Grand Priory, and she was honored as a Women of the Year, by the World Boxing Counsel. She has spoken at the United Nations, on the topic of women and the difference that they are making in our world.
Michelle, hello and I am so thrilled to have you with us today.

Michelle: Hi, Lisa, it is so good. I was looking at my calendar, and I'm like, "Okay, well the good news is I get to catch up with my girlfriend ..."

Lisa: I know we haven't did that.

Michelle: ... "But, we're doing it live."

Lisa: It's so much more fun than the old days, that I didn't do this with my girlfriends. Pretty much, we would just complain about boys and stuff. Now, it's all about possibility and yumminess. We still like to talk about boys. Michelle, obviously as I shared in your intro, you have accomplished so much and are doing so much with the California Women's Conference, and Women Network, you're doing so much for women and you're touching women all around the world, is my understanding. What's your reach right now, cross country?

Michelle: We're in 192 countries, and a lot of it has just really ... I encourage anybody that I talk to, is just, "Do not give up." You know this, from being a friend of mine, there's definitely some bleak days of, "I don't know if I can do this." It's a huge undertaking, I stepped into very big shoes with Maria Shriver, putting on events. We're now in out 30th year, which is really exciting.

Lisa: 30th?

Michelle: 30th year doing it.

Lisa: Wow.

Michelle: For me, again, it's every time we put it on, and now that we're doing events all throughout the year leading into the conference, you just get better, and better, and better, and you develop really amazing relationships. Those relationships partner with you and they're able to help in getting the word out, which is amazing.

Lisa: It is. I invited you now ... I know, the big conference, I believe, comes sometime around October, right? It's in California somewhere, do I have that right?

Michelle: Yeah. You're absolutely right. It's in October, and we're right now, going back and forth talking to some various venues. I was sharing with my husband, I go, "I feel like I'm dating." All the different locations are telling me why they ... "Pick us, pick us."

Lisa: That's the good side of dating.
Michelle: Yeah. It is, it's the good side, it's the courting side.

Lisa: Right.

Michelle: We're really at a point where this is a global initiative. We've got an event that's happening in India, Women Network, it will be in Dubai, the first week in May. We releases seven different locations in the last five months.

Lisa: Wow.

Michelle: Everything from Women Network New York, to Women Network Oregon, to Women Network Pasadena, Women Network Irvine. That's what's exciting is, we're at a place now where it really is about utilizing the technology that's available, similar to what we're doing right now. You and I can have a conversation, but then what's great is that we can capture that conversation and be able to share it around the world. That's what I'm most excited about and live streaming it, and being able to go and have access, right now we're in 192 countries, and we've got some huge media pushes that we'll be going through. What we're doing is identifying women and spotlighting women in each industry sector, and being able to go through and looking at the world, and being able to source that talent throughout the world. It's going to be amazing, and then recognizing those individuals at the October event, which I'm looking forward to.

Lisa: Me too, me too. This season, with our Boost Your Sales and Lifestyle show, each of our shows is in a season and we're in the season right now of, Give Yourself a Raise, how to package, price, and sell your expertise high ticket. What I thought was really special about having your perspective on the show, is that you work with the best of the best. You have access and really your pick of the top speakers for your conference and for your network. You're very close to people who have done just this, give themselves a raise, packaged, priced, and sold their own expertise in a big way. I wanted to talk to you about two things, they're totally different, but one is, really your own turning point. To go from being a high level employee, in your life prior to this, to taking over the California Women's Conference, from Maria Shriver.

You gave yourself a huge step up, I want to hear what that turning point was that had you stand up and say, "Yes," to that. Then, I want to ask you about the people that you now have access to and get to work with, that have given themselves a raise and what you see that is similar. What are the things that we can learn ...

Michelle: The commonalities?

Lisa: ... That you see? Yeah. We can start with either one, them or you, but those are the things that I wanted to dig in with you in our theme right now?
Michelle: No, I think that's such a great way to look at it, because, again, I think we do go through different seasons in our life, and we do develop, and we do create. I'll start with really just being able to take this on and what that meant. I shared with you, I had interviewed the Governor when I was a kid, I was in 8th grade and was selected. I loved to write, super, super shy, would never in a million years get up on stage or speak in front of a group, ever. I was a really shy kid, but I loved to write and I had been selected to interview the Governor, at the time was Governor George Deukmejian, for the 8th grade school paper. Again, I'm interviewing him and asking very profound questions, "What's your favorite pastime, how many kids do you have?" He was so kind, and he looks at me and he says, "Michelle, that was the best interview I've ever heard."

It propelled me, it literally stayed with me. I ended up ... Just this fifteen minute encounter, I was President of my high school, I went to Serra High School, in San Diego. I was student body President, at Loyola Marymount. I've ran eight elections, sat on City Council, haven't lost an election, not because I was the most popular, but because I worked really, really hard and I was just really, really made every effort to be transparent, as much as possible. If I was stuck, if i was in a challenging situation, I wouldn't keep it to myself, I would actually ask for the support, ask for the help, which, often times, we don't do.

Lisa: Actually, that is a huge, I think, ring the bell, key takeaway.

Michelle: Right.

Lisa: You are so good at picking up the phone. I remember you saying like, "Hey, Lisa, I know you love to support inspiring things, I'd love for you to have a couple of tables at the conference." You asked and I was like, "Oh, duh, I didn't even think of it, of course." I couldn't go the last time, because that was already booked.

Michelle: I know, here you supported me and you couldn't even go. I was like, "Oh."

Lisa: I know, and I bought a couple of tables because you asked. It's not that I wouldn't have, I just never thought of it. So many people, and this is a big lesson when it comes to giving yourself a raise and high ticket offers is, asking, is one of the key elements. Asking for help, asking for connections, asking for referrals, asking for the order. I'm ringing the bell on that key point.

Michelle: Well, thank you, and thank you for just listening and really being there for me. I remember that conversation well, because when you couldn't come I was like, "Okay, well then ..."

Lisa: [crosstalk 00:11:37].
Michelle: ... We'll have to wait until next year." You're like, "Nope, I want to do this, I want to support you, and this is a long-term play, and we need to work together." That goes into, "What is it that I'm seeing with these individuals that have successfully set up partnerships?" You're absolutely right, the people that I get to interact with and run with, they're thought leaders from around the world.

Lisa: Yeah.

Michelle: Just folks that I've been able to have dinner with, and meet with, and work with, and be able to provide a stage for. It ranges everywhere from ...

Lisa: They have packaged themselves, right? They're not giving it away for free, they understand the value that people pay for what they value. What do you see around people that are really charging what they're worth?

Michelle: Yeah. I think one point to bring up, too, for the conference itself is, we're a not for profit organization, Women Network produces the conference for the proceeds to go into Global Women Foundation. One of the things that we look at is, we don't ... For the 30 year history, nobody gets paid to speak. You look at that, you think, "Okay, what's the value? What's the return?" Because there needs to be a return, it needs to be something. You look at an Arianna Huffington, she had her book, Thrive, that came out. I've since booked her for three different speaking engagements, and she was able to sell thousands of books at the California Women's Conference and drive people back, I know people that were able to go ahead and sign up to participate in her blog, I'm being one of them, with Huffington Post, and vice versa.

That, to me, is an underlying theme. I think people who go into it with the mindset of, "This is only a win if there's dollars exchanged."

Lisa: Right.

Michelle: Sometimes, it's even so much greater. We're looking at, right now, we've got a relationship with iHeartMedia. They go out to two hundred forty-nine million a month, and we are bringing them in as our premiere media partner. They will go ahead all throughout the year, and advertise as we look for nominations for women leaders in each of these industry sectors. The common theme is when they show up, we're looking at many variables on how to really make this work, so that's probably the first thing.

Lisa: What I'm going to extrapolate from that, Michelle, just to put it into our campus speak, right, is that they show up and they give, right? They show up and give, but what I heard you say is, "They can do that because they took the time to build a backend," right? Arianna came and gave, and she had her book, right? She had ways to utilize that. She didn't come as an exchange, she came to give, but
she also had structure, so that, that giving could open the door to people who wanted to follow her back to her campus. It's something that I am always encouraging and inspiring, and it's what we teach, "How do you set up that structure, so you can give freely? You don't need to be stingy, you can give freely, and it's structured in a way that people who want more will have a path, have an avenue to follow you into your work, your campus, your expertise, your company."

Michelle: That's a really, really good point. Just even delving further, both parties were coming to the table. We've got the largest, longest running conference, historically, in the world. I was able to come in and go, "Okay, let's go this route. You have a book that's getting released and we have a phenomenal relationship with Random House, where they will call on us because they want to get that exposure for their books, so their authors will audition and come to us, and be able to want to be part of our bookstore, and online, and interview, and so forth." It's that coming together and looking at, "I have an asset, you have an asset, how can we make them work together?" Some are the exchange is writing a check, for some of the companies that we work with, they want to have stage time where they're presenting their offering, their product for five minutes and they're paying a sponsorship fee for that.

Lisa: Right.

Michelle: There's so many different ways that we're able to go ahead and partner together.

Lisa: They're willing to invest?

Michelle: Yes.

Lisa: That's another lesson, right? They're willing to invest in their growth and their exposure of their work. You're pulling a lot of things out here that we believe in, too.

Michelle: I think the piece of the giving back, is so important because it's so obvious when you have an individual who, the cameras are going, lights are on, and they're sharing with you all the things and what they're able to do. I always look for when there are no cameras, and there are no lights, are they still congruent? For me, I'm at a place where I can pick and choose those speakers because, to me, they're not speakers, they're truly thought leaders. They're experts in their field, they're a genius, they're delivering a message, and they're delivering it in such a way where it is that give back. You are one of those individuals. Again, you and I have had many conversations. We've traveled together, we've had great fun together, and again, you're congruent with who you are, whether the cameras are going, whether we're being recorded, it's consistent.
That's what I look for and I don't know if it's my recruiting days where I was at before, in the recruiting business for seventeen years, but you can tell, you can absolutely tell. I've encouraged...

Lisa: You and I were saying, right, before the call that when you step on a stage or into your public platform, and you have to take this into account when you're looking to give yourself a raise, you're like the emperor with no clothes. We all get dressed up and we want to put on this way that we are going to appear, but your congruency, if what you're saying and what you're doing in your life match, it's going to show, especially when you stand on stages or pick your own platform.

Michelle: Especially. I have to tell you, when I heard this number, it made me go, "I got to take a step back," because it was like, "Wow, we have such an opportunity here to really influence the world and, for me, I feel like I've got this tremendous responsibility to truly identify those thought leaders that are of service. The conscious leaders and they are giving back. That's what really light them up. We went ahead and we posted for the year, to be able to go ahead and actually apply to be a speaker and to fill out applications, and open it up around the world. We had over eighteen thousand applications.

Lisa: Oh, my God. Wow.

Michelle: Well, it was amazing.

Lisa: I think you and I need to do a little Speak to Sell promo to that list.

Michelle: Right.

Lisa: We should talk.

Michelle: It's amazing to me how many people are not prepared. They don't have their package, they don't have ... You look at you and I, we're friends, but here you were on my show earlier, I'm on your show now, and even though we know each other, look at the preparation that came over. It was very clear, "Here's the bios, here's the picture, here's the long bio, the short bio, here's the questions," and what happens ...

Lisa: The for print bio.

Michelle: The for print bio. The allotted times.

Lisa: The links to be able to have people find out more.

Michelle: Right.
Lisa: There's so much to being prepared. I love this point because you're right, eighteen thousand speaker applications and I promise you, if I had to guess, I would guess less than a thousand ... Probably less than that, a few hundred. Actually, if you said, "I want you," would be able to push a button and send over their talk outline, their bio, their headshot, and their intro. You have to have those things if you say you want to be out there, and you want to [crosstalk 00:20:58].

Michelle: We've gotten to the point, and that's why I'm so excited about running with you, more than we've already done. We've already played together, but there are so many people that they come to the table and A, speaking in front of a group is something that they don't have that comfort level and it's because they haven't actually practiced. They haven't created their structure of their presentation. We very much follow the TED talk model, so it's not these ninety minute conversations where you have ninety minutes to be able to get your ask across. For us, again, because of the way that we're structured, it's not a pitch fest. We have people actually send them back over to their exhibit booth, to the book signing, and to be able to learn more information, but they truly have to be able to go ahead and sell themselves, and sell what they represent, and why working with them, what resource and service they're truly providing, so that the audience, the attendees ... Now, again, it's not just the physical audience, but it's the audience from around the world, how they can engage.

Lisa: You interviewed me a little bit earlier for your podcast, and I know we were talking about the 5 P's of positioning yourself. It's being able to give the content and position yourself, let your audience know that they're in the right place with you, position whatever offer you're going to make. If you've only got a TED talk, they better know, are they going to your booth, should they go to a website, what is the call to action? All of that is part of what you're talking about with being prepared or like you said, with Arianna Huffington, showing up to give, but having that backend well thought out. It's amazing the amount of opportunities that people get, like the opportunity to be on your live or virtual platform, that they're not fully utilizing. It's like doing all the heavy lifting of this presentation, but to actually make your pay, and to actually be able to transform lives, we've got to have that structure, that Michelle's talking about, to take people with us.

Speaking of structure, and how people can find out more. How can our listeners, that would like to be involved with Women Network, with the California Women Conference, maybe even applying to speak, because our people, if they've come through our Speak to Sell course, they have their intro and title already, and their bio.

Michelle: They're ready.
Lisa: They actually are more ready than most people. How can people find out more, Michelle, and connect further with your brilliance and the brilliance of the community that you've put together?

Michelle: On that same point, what was so funny was, when you and I sat down and we were starting to go through how many people have actually been on my stage that's gone through your class, and I think that is a huge testimonial to you, and that you are preparing those speakers, so that they can, in essence, step up and be able to take that center stage, the largest, longest running conference, globally, for women ...

Lisa: Right.

Michelle: ... And men.

Lisa: Put that on your speaker resume.

Michelle: Right.

Lisa: Right, yeah.

Michelle: Again, when you start going through, and those eighteen thousand, that doesn't include the individuals that we went after.

Lisa: Right.

Michelle: The Hillary Clinton's and the Deepak's, and the Hope Solo's, and the Arianna Huffington's. Those are separate of the ones that actually ... How do you stand out? I think one other piece, and I'll definitely share with you how to get a hold of us.

Lisa: Sure.

Michelle: One other thing is going back to the giving back and how to be of service is, we look at this as a partnership. We come together and it's being able to go ahead and collectively push that information out. We will put that spotlight on you, give you the stage, but we're looking at, "Have you taken the time to build up your social clout? Have you taken the time to build up your following and your database?" Again, we work collectively together, to be able to go ahead, and that's how we're able to get the attendance and get the numbers. It's interesting, the individuals you made reference, what's the common thread? All of them know that. They come in and automatically they'll say, "Okay, Michelle, I'm seeing the contract, I'm going to be sending it out to my list on these dates, my social media on these dates, how else can I help out? What else can I do?" To me, that's
what's so exciting, is when you have individuals that are working with you, the J.J. Virgin's of the world and the Arianna Huffington's.

We had Helen Reddy come from Australia to sing, I Am Woman, Hear Me Roar. Individuals where they show up and they're very successful, but they show up with, "How can I be of service? What do you need, how can I help?" Then, again, we come together and that's how we're able to collectively, it's not Michelle Patterson, doing this on her own, it's literally collectively together, hundreds of organizations across the world, from the UN, to eWomenNetwork, to NABO, to Black Enterprise. It's these organizations coming together and realizing women network better together. We are truly better together, when we support one another.

Lisa: I love it. I hope you enjoyed this episode of Boost Your Sales and Lifestyle, with Lisa Sasevich. If you did, be sure to visit, boostyoursalesshow.com, and while you're there, download my free training, Seed and Grow Rich, to learn how to provide great value while, simultaneously, creating hunger and desire in your prospective clients, without being salesy. I hope you'll also head over and leave us a raving review at iTunes. I hope you enjoyed the show as much as I enjoyed providing it for you. Thank you so much for allowing me to be part of your entrepreneurial path. Until our next episode, live sassy.