

Welcome

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SPEAKERS

Catherine Chadwick, Bonnie Grotjahn, Michael MacMahon, John-Paul Flintoff

Catherine Chadwick 00:00

month of training because I I'm doing this I'm doing integral eye movement Advanced Therapy course which is in the evening, so for two weeks, so this week or next week, and then on the last weekend I think of 22nd I think I'm going to the school of storytelling in East Grinstead for a weekend of storytelling coaching, so So yeah, so it's a lot of learning, but I love it. So,

John-Paul Flintoff 00:39

really good. Brilliant. Well, storytelling is one of my favorites. And it really well, it's my background is is writing for. Yes, so yes. So I'm really interested in seeing how I can encourage people to do bit more storytelling a bit more visual, or whichever it is that they want to do. Now, Michael?

Catherine Chadwick 00:58

Yes, yes. Hello, Mike. Hello, Michael. Just turned my speaker up,

John-Paul Flintoff 01:05

recording in progress. I'm just going to Michael did ask about the recording. I'm recording I didn't record at the very beginning. Just because it was just me and Catherine. But here is bond

Michael MacMahon 01:15

unlaid apologies. I have an unstable web connection. I hope it keeps going throughout the thing. Hello, Bonnie. Hello, Catherine. Hello, John Paul. Hi, Michael. Hello. Great.

John-Paul Flintoff 01:25

To see.

Catherine Chadwick 01:29

JOHN - PAUL FLINTOFF

Hello, great. Hello, Bonnie.

Bonnie Grotjahn 01:32

Oh, Michael. Hey, okay, some familiar faces.

John-Paul Flintoff 01:37

So this is us. We are going to be a small group and very productive I hope and really get crushed. This is recording by the way, Bonnie, just so you know. And so we all somewhat know each other, some maybe more or less than others. But just to be really clear, this is a space where you can make mistakes. Mistakes are really welcome. Because then you get to try anything. The recordings will only be shared into the telegram group. And only with you individually, without mean unless I want if I want to use this to show to other people. I will ask you first. And so you obviously get to say no, but I really hope that you will want to say yes, because I really want you to do something that creates the kind of material that you would want me to share. That's the whole point. So that's just the first thing if I do if anything is complicated or hard to understand that's on me because I haven't explained it. So you can't do anything wrong. So that's the opening principle for this group. So anything seems mysterious or complicated. You just let me know. We're going to do these sessions on the times that I've already sent to you. And the Zoom link is the same for all of them. And I really want to make the course be a combination of both really, really useful and practical and enjoyable. So I don't want it to fall down on either front. So is failing either of those, let me know and we'll try to do something about that. I've also got in here you'll see my autopilot which is an AI transcription thing, which I will explain more about in a subsequent session. So by all means, rush ahead and look or just wait till then there's no urgency. You don't need to do anything. But it's important to let you know that this thing is in there and it's recording. I was introduced to it by someone who hadn't told me they were recording a session that I was running. I was very grateful to find out about it but it just probably would have been better if they told me first. It was tremendous to find out about it, but anyway, but it's quite good. It's called otter.ai. But I really will I'll go into it very soon. So you don't worry about feeling like you may need to do anything. But of course rush off if you want to, if you're excited. I've already sent you various things asking what you want from the video and as we all know each other. I hope it would be right for me just to share what you've all already said because then you can you can increase it or step it up or alternatively change it. So in the rough order in in the order in which I received these my initial thoughts about the video are I want to come across as approachable yet professional to convey that there's nothing to be afraid of. And some basic information about the initial content to that, that's number one. And number one was Okay, here goes. I'd like to learn how to create a very short video for Insta and Twitter, and a more leisurely one for my website and maybe also Facebook where I have more of a presence. I like your thinking about how to create videos that are a mix of inputs. As to content I want people to be motivated to contact me if they need help with a wedding speech, particularly if their father of the bride and to be aware that I wrote a well received and well reviewed book on

JOHN - PAUL FLINTOFF

the subject. Thank you and now you probably can all guess who said what so far so this is Bonnie. I want my videos to help people feel reassured that they could work with me as a therapist that they will feel safe and supported and offer hope that change is possible. For others who may not be in full crisis. I'd also like them to feel excited about the possibility that through working with me they will grow and develop and lead more fulfilling lives than they had thought possible. If I were doing a video more about the business support group, I'd want them to feel curious intrigued about the program. I'd also want to convey my confidence that anyone can create a business that they love and that works for them. That blocks can be overcome. And Tony, you said it helps you to have this initial focus even though you weren't sure which video you want to do that and I think I replied that. You could definitely do both. And maybe they would have overlap. Maybe they wouldn't doesn't really matter. You certainly do. And the clarity is really helpful. But you may also have had the chance to see the other people who were on the previous intake talking about what they wanted. And it occurred to us all on that session that more or less what they said could almost be a video, it was quite appealing to have someone say I would like everyone to know that I just want to Yeah, they'll be comfortable when they come and see me as a therapist or whatever it was. It actually was quite nice to just hear what that thing is that people want the viewer to know. So even if you didn't get the chance to see those, it would be really good to have you each. reiterate or slightly change what you want your video or videos to achieve. And you can say two different ones if you want. So for example, we've already heard that Bonnie has has two distinct ideas for different types of video. Well, Michael, we heard a glimpse of that too, because you talked about having one on a website and one on social media which which does have a very different speed and flavor and maybe caffeine you would have different audiences or two different things you might want to do if not one is absolutely fine. So that's we could just hear you working out by saying it you don't have to have the perfect answer but just by saying it work out what you want your video to do in all of its glory. Setting modesty aside. So okay. Great, who would like to go first?

Michael MacMahon 08:10

Before I do I need to just stop my video for a second because I realized very patient thing I forgot to put my hearing aids in so I'm going to upset myself for 30 seconds while I do that.

John-Paul Flintoff 08:23

Okay. Okay, well when Michael comes back in case Michael can't hear me, I'll check that you didn't miss in the important Are you getting a lot of builders noise from across the road? You're not aware. Okay. Because they're drilling like crazy. I wish I could shut the window but I can't

Bonnie Grotjahn 09:03

I've got a fan on and I have no idea if the if the microphones pick that up. Okay.

JOHN - PAUL FLINTOFF

John-Paul Flintoff 09:08

No, it's weird but Zoom is really good at filtering out. Background noise. I have no idea.

Bonnie Grotjahn 09:16

Most of the time. Yeah. Yeah. It's interesting because I noticed hearing hearing other people talk about what they want their video to achieve, I think oh, like, oh, approachable and professional. I like that. And then so there's, it's like everyone has something to say that. That sounds that sounds appealing. So yeah. It's hard to it's hard to choose what's the most important thing?

John-Paul Flintoff 09:45

Yeah, I think what's really important is the chance to keep reiterating it and to hear yourself saying it out loud and to hear someone else saying something. Because it may be maybe that you'll hear someone say, yeah, no, I don't really want that. And just to keep on thinking yet, I really do want to want this a couple of times, which is actually one of the things that we'll probably do a certain amount in this course. I don't think I'm saying anything that is important for Michael to hear right the second

Michael MacMahon 10:13

but I can hear you anyway. Oh, good. You Off camera, but I'm Yeah. Yeah. Okay. I'm back. Sorry about that.

Bonnie Grotjahn 10:22

Your ears are in.

Michael MacMahon 10:26

Indeed, and I've also corrected a basic mistake I had a I had a window behind me and you I know you shouldn't do that on Zoom. Anyway, fine. I'm back now. Yes. With IRS eyes. Maybe you're throwing by the way just to confuse apart from what I sent to you that you've just read out from John Paul. suddenly occurred to me that there's something I'm very interested in getting from this whole process, apart from what I want to get out of the video. And that is I have a feeling from what I know of you and the style that you bring to doing this thing. That I think it will help me answer some other questions, some more basic questions that I have, and about purpose and stuff like that with a capital S and and so yeah, but that's separate from what I want to get out of the video which you which you described.

John-Paul Flintoff 11:23

Right that's really good. To hear. So there are a few things in there. One of them is thanks for the consideration about the light secondly, I wanted just to check that you did hear everything earlier, or did you miss some things?

JOHN - PAUL FLINTOFF

Michael MacMahon 11:35

I missed that I had to leave the room.

John-Paul Flintoff 11:38

Okay, but while you were here before you turned off the camera, you had everything to do? Yes. Okay, great. I didn't want you to miss out because of that. Just since you mentioned about the light behind you. It would also be good if you could more or less and ignore what I'm doing because I get a bit fed up with rules but more or less put your yes Michael your head is a little bit higher than halfway. Ideally Don't be absolutely spot in the middle slightly to one side. head slightly higher than half of eyes slightly higher than halfway so don't don't do what I'm doing because I'm I just do whatever you like but ideally people talk about not being smack in the middle.

Bonnie Grotjahn 12:20

Okay, my feet are in a bucket of water. So I'm struggling. So I'm struggling to move. Adjust the screen. I probably can. Let's see. So a bit like that. Yeah. And then to one side is that what you're also

John-Paul Flintoff 12:35

very slightly to one side, one side because I've angled my computer's I just that's what I mean really, really don't bother with what Andy it just looks slightly more relaxed. Interesting. Catherine what I can see and I don't know if this works with everybody but Catherine, you You seem to be slightly to one. So how do I put this? You seem to be looking out of the screen to the to the side that you're nearest of. So does this make sense? So it's as if there's an empty space over here? Yes, yeah. So Catherine, if you move slightly to your right, you'll be looking across the screen, which seems more inclusive.

Catherine Chadwick 13:20

Okay, yes. Otherwise, it

John-Paul Flintoff 13:22

looks like your leave is I'm running out of the frame of the picture. So I don't want to be here. Whereas if you're looking into the frame it's like oh, if that makes sense. So yeah, Bonnie, you should be ever so slightly Glad you're left.

Bonnie Grotjahn 13:36

I'm shifting my bucket. I'm attempting to shift my bucket. There. Well, I know why it's not there with me. feet must I see what's happening. Okay.

John-Paul Flintoff 13:54

Michael, can you turn your screen rather than moving you at all? Can you slightly nudge the screen to one side?

JOHN - PAUL FLINTOFF

Michael MacMahon 14:00

It occurred to me that obviously when I start doing this for real then I will move my back I will move section. This is just the place that I happen normally having a laptop, but I will move my screen so that I don't have a lot of clutter in the background. That's another clutter.

John-Paul Flintoff 14:15

It's more than that so that you're not smack in the middle just ever so slightly to the side. Oh, actually

Michael MacMahon 14:20

you want me to swipe to the side yeah, just

John-Paul Flintoff 14:22

slightly. Okay. So the head should be marginally higher than halfway. So you should be more close to the top than you were a second ago anyway without having to make yourself uncomfortable sitting up or anything. And then if you could turn it so that we actually strangely see slightly more of your windowsill because then you'll be looking into the No, not quite that much. No, no. Yeah, that's better. So now you're looking into the wider half of the screen. So I'm looking into the most spacious part of my friend. Okay. Over here which looks a bit like I'm leaving. Great, this feels really comfortable now. How does it feel to you?

Catherine Chadwick 15:05

Yeah. I I think that little shift has really transformed my frame.

John-Paul Flintoff 15:12

Great. Brilliant. I'm really pleased. And I think Michael you could still be a bit higher and maybe also Catherine slightly higher in the screen. And and don't do it by holding yourself up because that'll be uncomfortable. So more tilting the screen. Yes. Yeah, better. Brilliant. Really happy about this. And I really mean ignored. I'm doing because I'm cooking those things. Because for whatever reason, partly because I actually often crop and cut videos anyway so I didn't really care. That's partly why so I can sit straight on in slightly uncomfortable desk position. What ergonomic but it's not so good. So that's why I'm just explaining that I'm not doing quite what I said I would do, but it's because I would cut myself into a different position. So then another thought that that brings up is that when we're doing videos, there's no way to overdo this. Because I want to hear what you have to say about what you want. Your video to do. But of course there are upright videos, and there are landscape videos. And they have different purposes. I think on a website you can afford to be in the cinematic widescreen people have come to your website. They're looking at something that they've chosen to come to if you're on social media generally speaking,

JOHN - PAUL FLINTOFF

they say that a tall video is better because it occupies more of the screen. So there's less distraction from other people. If you've got a shallow video on Instagram, then people are already seeing what's just above you and what's below you. See, ideally you fill the screen by being on video, right kind of thing. Yeah, yeah. So that's that's another consideration for simply the layout of where you are. So if you're trying to make a tall video, you have to think about framing the shot, obviously quite differently. But anyway, I would like now if possible just to hear you talk about what what you want your videos to achieve. And I'd say don't don't make it more than a very few sentences. So that that will focus your mind on what's most important. And you may find yourself talking about what you don't want the video to achieve. Which is fine because it helps you to find it. But then I want you to move into what you do want to achieve. So we'll all be listening in feel free as I said earlier to get it all wrong. Who would like to hear first?

Catherine Chadwick 17:42

I don't mind talking first.

John-Paul Flintoff 17:44

Great. So Catherine just so we can give you better audio I'm going to suggest that the three of the of the rest of us mute ourselves for a moment. So that what you say will be a bit cleaner on the recording in case you choose to use it. We wish you may do you may not

Catherine Chadwick 17:59

okay I'd like to come across as approachable, yet professional and that when you come to see me that's you feel completely at ease that the processes I'll be taking you through are straightforward that there's nothing to be afraid of and explain everything very clearly to you. And and if you decide you want to come and work with me, then we'll speak on the phone in the first instance. I'll ask you to complete a consultation form before we finally decide whether to work together

John-Paul Flintoff 18:55

how did you feel about that?

Catherine Chadwick 18:58

And I yeah, I I felt a little bit distracted. Because I was thinking when you said oh you might want to use it. I thought oh if I was actually doing this on my website and speaking to a person i i would be phrasing things slightly differently for kind of telling you guys

John-Paul Flintoff 19:22

how would you be doing?

Catherine Chadwick 19:25

JOHN - PAUL FLINTOFF

So I that slightly inhibited me because I was trying to decide on the fly which to do. So I sort of mixed the two a little bit.

John-Paul Flintoff 19:34

Great. Well, then I'm saying great, partly because I think it's good to give you a bit of extra pressure because why not? One thing that's good is that you are in fact talking to people who are very much on side and we all want the same for each other. So there's that kind of comfort and what that means is that you're talking to people who you are okay talking to you're not just talking into the void in into a lens. So it's useful to have us here and but how would you like us to be what kind of people are we and then we'll be we'll pretend to be that we don't have to say anything, but we'll pretend to me that and then you can talk to us as if we're those people that you want to talk to you

Catherine Chadwick 20:15

okay, so and so I and so if I'm so this is my video on my website. And if I would, I would be so if you could be potential clients.

John-Paul Flintoff 20:36

Can you tell us what you're looking for? You're looking

Catherine Chadwick 20:39

Sorry, what sort

John-Paul Flintoff 20:40

of people are we what are we looking for? How have we ended up

Catherine Chadwick 20:44

so you're looking for you know, some help with your public speaking and and you happen to come across my website, and you perhaps don't quite know which approach is best for you. But you're willing to hear what I've got to say.

John-Paul Flintoff 21:08

Great. So I would now say that's brilliant to have the clarity about who you're talking to. And and you could practice saying it to us right now. If you like as if we are those people or you could just tell us now that we know that it's those are the people you could just say I want my video to appeal to people who are coming to my website because they're looking for how to manage nerves with public speaking or whatever you could. You could either talk to us as we really are and tell us what you want your video to do. Or you can actually just practice and just we'll be your audience entirely up to you. Does that sound

Catherine Chadwick 21:43

JOHN - PAUL FLINTOFF

that would be good. I think it'd be I might as well now as if I'm speaking from my website, as it were and you've clicked on my website because you're looking for some help with getting over fear of public speaking.

John-Paul Flintoff 21:57

Right and take your time just because we're on mute. It's just to just to give you as long as you like to pause, stop. When you take take a breath at the end, maybe you'll want to do it again. So there's no rush to sort of finish or anything. Take as long as you like and then when you're finished, say I have finished and then we know that the time is yours to do that.

Catherine Chadwick 22:21

So you're here because you want some help with getting over your fear of public speaking and you may not be sure what kind of approach would be right for you. I work with hypnotherapy and integral eye movement therapy in particular, which are two therapists that complement each other very well and are very good at getting to the roots of this kind of fear and neutralizing it and then I want to help you move on from that and develop I want to help you move on from that. Oh, sorry. I'll start again. And so you're here because you want some help with getting over your fear. of public speaking. And I completely understand that you may not know what kind of approach is right for you. But I want you to know also that when you come to see me I will put you completely at your ease and I will explain everything so that you can really give your all to the work I would do with I will do with you. And so that you can see progress very, very quickly. Now in the first instance, it's good for us to speak on the phone. And then once we've spoken and I understand what you're looking for, then I will send you my consultation for which gives me lots of information to work with you specifically to tailor my treatment to you. So if you're interested in that, do drop me an email or phone me and we'll take it from there. I finished

John-Paul Flintoff 24:29

Thank you. How did you feel about that one?

Catherine Chadwick 24:33

Yeah, I felt I felt better. I felt I have something I feel I've got something that I can work on a little bit more. Right. But yeah, I might as well be you know, working on that rather than talking about it. Great content.

John-Paul Flintoff 24:50

It's good every so often to reverse back into talking about it. And saying, Yeah, but what do I really want and then focusing but in this case, you wanted to do that and that's perfect, too. So it's what you want and you're the expert on yourself and, and you know best so that's really good if that's what your instinct is saying. That's definitely the thing to do. And if someone else wants to talk about what they want the videos do rather than actually doing

JOHN - PAUL FLINTOFF

the video that's also right for them. But thanks, thanks, Catherine, who would like to get next?

Michael MacMahon 25:21

But I just say before any of us goes next that I like the way during your final version that you shed, you preface it by saying you're here because dot dot dot, you know and it's a bit like John, John Williams always talks about your niching down to your specialty and all the rest of it sort of thing. And almost like almost like turning the rest of the world off. It doesn't matter sort of thing, but they'll listen anyway. They'll listen anyway, but But what you're saying yes, if you're, if you're that kind of person wants help with X, Y, Zed, whatever it is. You've come to the right place. You're here because I like that. Yeah.

John-Paul Flintoff 25:58

Yeah, and actually now that you mentioned it, Michael I also really liked that that very clear utterance. That everything is going to be all right. I didn't I as as trying to channel my inner would be patient. I didn't care about what techniques you use, but I really liked that bit.

Bonnie Grotjahn 26:18

I think yeah, for me, too. When you said that bit. I was like, ah like it feels something in my in me just kind of set up.

Michael MacMahon 26:27

My favorite little video clip from a movie that I often send to people as a as a shine off to conversations we've had. I'll say I have no idea why it's a mystery and I send them that wonderful clip from Shakespeare in Love were watching named Geoffrey Rush his character is in severe trouble and he says he says on several in several occasions through it strangely enough, it all works out fine. And then someone says how he says I don't know. It's a mystery.

John-Paul Flintoff 26:59

Great. Love that thank you.

Michael MacMahon 27:01

Everything will be alright so Yeah.

John-Paul Flintoff 27:06

Who's next Michael?

Michael MacMahon 27:10

Okay, sorry. Was that night was that my my screen is buffering a bit here. Internet bloody connection is unstable Yes.

JOHN - PAUL FLINTOFF

John-Paul Flintoff 27:30

Oh you frozen for a moment Michael. Maybe Maybe you'll come back in a sec

Bonnie Grotjahn 27:54

that would make an interesting video wouldn't it? Just freezes. Yeah.

John-Paul Flintoff 28:02

You're good.

Michael MacMahon 28:04

back now. Right. Should I care? Should I continue then?

John-Paul Flintoff 28:09

Yes. Would you tell? Do you want to tell us what you want? Or do you want us to be an audience and you'll just say it. I'll just say

Michael MacMahon 28:20

imitation is the sincerest form of flattery Katherine, so I shall imitate your start.

John-Paul Flintoff 28:28

So will you tell us what kind of listeners are we just listen in

Michael MacMahon 28:34

listeners on a social media platform such as LinkedIn where I have a presence but but people don't generally respond to my videos or or to my to make posts so that one probably where I will make a short video.

John-Paul Flintoff 28:54

What kind of human beings do you hope that we are we

Michael MacMahon 28:58

are that anybody who by chance, knows that they have to give a speech as a wedding in the foreseeable future.

John-Paul Flintoff 29:08

And can I just challenge you beforehand because you said you'd quite like it to be fathers of the bride. Do you want us to be people who are potentially fathers of the bride or who know a father of the bride was that

Michael MacMahon 29:18

JOHN - PAUL FLINTOFF

for Katherine and Bonnie of course, but the mother of the bride couldn't you could be a mother to the bride or increasingly people stand in now for the traditional father but it so yes, absolutely. So thank you for reminding me. I will. I will say that specifically.

John-Paul Flintoff 29:37

Thank you very much. Okay, I will go on mute. And again, you have as long as you continue to tell us you're finished.

Michael MacMahon 29:44

Hello, you're here because you are a man. Perhaps not in my age but a man of mature years who is facing the possibility facing is perhaps the wrong word. He is looking forward to the possibility of speaking at your daughter's wedding in the foreseeable future. And you're a little concerned about how you will react to that situation. Maybe you're an experienced public speaker. Maybe you're not. But anyway, you realize that it's quite possible that you might freeze you might you might choke up, you might dry up with the nerves of the cave, because it's a known fact that public speaking is one of the most stressful things in the world for most people. Unless you're a psychopath, but you're not watching this. If so. And um, anyway. So what I want to tell you about was the fact that I have written a book about public speaking specifically at weddings and it puts together what I know from about 40 years experience of being a public speaker in a professional context, then a trainer delivering courses in public speaking. And then a father of the bride as well as having been a best man and the groom and all the rest of it. So it's what I've learned about the art and science of public speaking as it relates to wedding. So I will tell you at the end of there'll be a little link about my book, which is called the wedding speak, and book and it will tell you all you need to know I'm also a coach and I coach wedding speakers, but that's not the point of this video. And so that's all from me for now. I finished

John-Paul Flintoff 31:27

Thank you How did you feel about that one?

Michael MacMahon 31:31

Well, he could have been better but yeah, yeah, I was mostly making it up as we went along. So what I would do is with the aid of your otter thing, whatever it is, I will look at the transcript of that and cut out probably 40% of the verbiage and show make it a little bit shorter. But I think for me, getting a simple message across the end, ie, I click on the Book link please is the most important thing because in a one minute video to convince somebody to get serious about signing up for a few 100 pounds worth of coaching is less realistic than asking them to click on a book link, which for a book which might cost 10 pounds. And anyway I found that most of the inquiries that I get from my coaching come from people who read the book anyway. So yeah, I think the thrust was right. The wording could have been improved. And I probably could keep my head a bit more steady when I say but I think the the overall surfers okay I liked very much Katherine's emphasis on

JOHN - PAUL FLINTOFF

making cells come across as which he is reassuring because that is a very important quality. It almost might seem a statement of the obvious for a coach but I think it is important for a coach. I mean, when I when I do coaching online or face to face when I do my radio shows and I interview people that those are the compliments I treasure the most when people tell me Oh, it wasn't scary. It was reassuring. It was so that's that's a that's a quality that I would like to come across in the video. Great, thank you. That's a quality I think that people will find believable. Yes.

John-Paul Flintoff 33:30

For what it's worth, I felt like I just look at you and I yeah, I believe this guy's going to be able to teach public speaking and then need like any great deal of persuasion on that. One thought that I had that was slightly distinct between yours and caffyns is that you almost you almost have possession of a of a widely known but not much shared secret, which is that even if you're really quite senior, you could be really nervous about giving father the bride speech. And in a way I don't think Catherine was offering any kind of a secret but you're actually stating that this is not what something not something that most people would want to acknowledge. And Katherine, you you may have that in your whole repertoire of things that you say people don't want to acknowledge that they're uncomfortable that public speaking but but there's a very particular thing in your in your field. Michael, if you're talking to people who in other respects might think that they're tremendously grand and important and meant to know what they're doing. And just further. Thank you.

Michael MacMahon 34:36

You identified this in an earlier conversation we had John Paul, and I suddenly realized he actually yes, that could be a USP that I have totally ignored up. Till now. Which is because I'm very old and very grand and very important. Don't believe that I wasn't nervous when I gave my daughter away. And I think I probably say somewhere in my book. I was the most nervous I've ever been. The first client I ever had. For coaching told me he said, My daughter's getting married in two years and I'm absolutely terrified at speaking. And he was very successful was in his very successful businessman. And I've often heard this now in learning, you know, reading posts from other coaches who say the more successful somebody is professionally in a way that puts extra pressure on them, because everybody they're going to be brilliant as a public speaker, even at their daughter's wedding, which is potentially extra stressful, and they're not necessarily going to be good at it and they're not and they certainly are not going to be lacking in nerves.

John-Paul Flintoff 35:42

Thank you. Well, we'll move on to Bonnie. But I think Michael, you could really do a lot just by telling the story of that first client because that tells you everything. So thank you, SR and yet nervous. Thank you very much. Tony, do you want to do you want to do the thing or do you want to do what is the thing? What you want it to be?

JOHN - PAUL FLINTOFF

Bonnie Grotjahn 36:08

I don't I don't know. There's so many ideas bubbling around now that I feel like I feel a bit overwhelmed but I'm thinking to thinking to stick with tell it what is it doing? Doing? What what I want it to achieve and actually and maybe doing two so one for the therapy side of the business and one if that's that's all right.

John-Paul Flintoff 36:33

Absolutely. All right. More than delightful. Very welcome. Just the way you do it, because I'll go on mute. And Michael as well. We'll, we'll just need you to tell us in each case, who your audience is for what you want this thing to do. You don't have to be you don't have to do the thing, but just tell us that there are these two different things and

Bonnie Grotjahn 36:52

who's got it yeah, no, that makes sense. Okay, sure. Yeah. Okay, thanks. So yeah, the the first, the first video I think I'd like to talk about what I want to achieve in it is is for potential clients, potential therapy clients. So somebody I haven't thought about where this would be yet it could be on one of my counselling directory profiles. It could be on my website or LinkedIn or so it's so it's for the therapy side of my business. Is that clear? Enough? Okay, great. So, so, sorry, I'm feeling nervous. I'll just say that, get that out of the way. I think what I'd like this this video to really achieve is to show people that yes, they can come talk to me that I'm not going to be judging them but I'm really at heart a human being as well and and I've got a sense of humor and, and lots of life experience as well as as well as training and skills. And all of that. I just realized I'm kind of morphing into the other thing without thinking about it. So yeah, so I'd like people to feel reassured that I seem like somebody who's approachable and who can hold them emotionally and is pretty much unshockable and can just be there with them as as they take their therapy journey, whatever that is.

John-Paul Flintoff 38:40

Like can I just come in with a little challenge before you do the other one? I think that you're shortchanging yourself and I think you could be more ambitious. What if you want them to be desperate to work with you rather than reassured? Right? Any benefit but hey, I do this stuff. And it could be really great and you know you don't have to use those words. But, but what would be a more ambitious way of saying what you want the video to do?

Bonnie Grotjahn 39:06

Okay, Okay, interesting. Yeah, great. Right, so I'd like I'd like this video to really plant the idea in people's minds that they think right, I think Bonnie is a great person to go and see put therapy because she's a real solid human being got a sense of humor, knows her stuff, and can just be alongside me whatever I'm going through.

JOHN - PAUL FLINTOFF

John-Paul Flintoff 39:38

How does that feel? Okay,

Bonnie Grotjahn 39:39

that was not that was nice. Actually. It was it kind of brought I actually brought I feel like it brought out a little bit more of a sense of humor, which I wanted in the first place. So yeah, yeah,

John-Paul Flintoff 39:50

I think I was writing seeing in Michael and Catherine has a certain amount of appreciation for that version. Great. Would you like to go ahead with the second one then Bonnie, okay. Tell us who are who is your audience in the course of telling us about what you want it to do?

Bonnie Grotjahn 40:08

Sure. Okay. So the this next video that I'm going to describe the you know, what I want it to achieve is for the business support group side of my work. So this is at the moment, it's a face to face group program for small business owners to help support them to find their own answers to problems that they're encountering in their business and to have support and kind of comradeship whilst they're carrying their business. So that's, that's what that work is. And at the moment, it's got the rather unglamorous name of business support group and that's even something that John Williams suggested for the moment because it just says what it does on the tin.

John-Paul Flintoff 40:54

If I were to challenge you to be more ambitious again in the same way that I did before, what would that what would that sound like? Okay.

Bonnie Grotjahn 41:07

In this video, I really want to in this what I really want this video to get across is just how unique this style of business support is, and how powerful you have no idea because it's definitely not your standard business advice clinics or even business coaching. It's getting a group of people in the room together, who are all small business owners and probably some of whom shame share the same issues. But I create a safe space where they come together and learn how to support each other better to find to help each one of you find your own answers to the dilemmas and challenges that you face in your

John-Paul Flintoff 41:54

business. Thank you. I'm conscious of these causes, too. But Is everyone okay to do five more minutes.

Bonnie Grotjahn 42:05

JOHN - PAUL FLINTOFF

Thank you for those challenges. That was that was really good. Oh, well.

John-Paul Flintoff 42:08

I haven't quite finished with you yet. Okay. I wondered whether you might. I wondered whether because you did say early on it's not this. It's not that it's not these kinds of sort of bog standard vanilla, other things. It's not the but what's possible in this. We heard my ears pricked up when Michael talked about his first client was X. Can you tell us something about what's possible for someone who maybe doesn't even understand what is your business support group?

Bonnie Grotjahn 42:39

What is possible okay. So in in, in this business support group I run we use a process that will really bring out your confidence. It will increase your resilience. It will give you a great sense of fun. And there's homemade cake What more could be what more could you want?

John-Paul Flintoff 43:07

Hmm, that was great. That definitely had the sense of humor. And I really enjoyed it. And it was it was a good list. I slightly thinking Is there is there a specific outcome for anyone who's been in these groups where they've gone. Now I've done X like, Ah, I can't believe it. I've achieved why what what are those things? See,

Bonnie Grotjahn 43:36

the well the issue is that it's an it's I'm coming back to this work after I did it five years ago, for about five years. So kind of 2013 to 2018. So it feels quite far ago and I'm trying to remember sort of what people got out of it.

John-Paul Flintoff 43:53

Okay, then I've got a challenge for you. Why on earth do you Bonnie want to do this again after not having done it for a

Bonnie Grotjahn 43:58

while? Because I love groups and I just know so many people who are self employed or freelance and they feel isolated and they've got too many ideas running around in their head and they don't know what to turn where to turn. or in one case, in some cases, people have all sorts of ideas for becoming self employed, but they just don't have the courage to really get behind. themselves and really get out there and do it. And I think I think if any, if any one thing but there's something about the groups that I run that people come away with a real sense of confidence that they can find their own way they don't have to do it like everyone else. They can really find their own way to creating the business that that they love and that works for them.

Catherine Chadwick 44:48

JOHN - PAUL FLINTOFF

And can I make a suggestion simply because Bonnie, you describe the work that you do in the group to me recently. I mean, the thing that I think is really distinctive about that approach that you use is one that it is very unique. And secondly it's very it's what's the word? It's you're not dealing with business topics as such, this x it's, you know, you help each other resolve their problems basically don't. So it's very sort of group based, very interactive, and it's about taking people's specific problems. And helping them find helping them find their own answers. Really. Yeah. Or giving them through the medium of that group. So it's it's a very unbusinesslike approach really, isn't it? Yeah. And that's, you know, it's not you know, if someone's come along to this business group, I might think, I don't know. But if I knew about your group, I think Oh, that would be the approach that would appeal to me. So I think that uniqueness, would, you know, to bring that across somehow we'd be really good. Okay.

Michael MacMahon 46:12

We'll come up with a better name for than than John Williams did, actually. Because you're right, because he's sort of halfway between a mutual coaching group and a business support group. Really? Yes. Okay. For the people who are members of the group have businesses they're trying to start or already running or are succeeding or failing, but they, they would like a bit of mutual support. And I like the idea. Yes, yes. If I lived in Shroud, I would join immediately. But I live in Birmingham now. So that's like a suburb of shroud isn't it really?

Bonnie Grotjahn 46:45

Almost close.

John-Paul Flintoff 46:48

Yeah, I think what has been said is is really valuable. And it's almost like the wisdom of a crowd, a small crowd wisdom. So into that. Anyway, I did say it will stop after five minutes and it's now 10 Two so I want to be better at keeping time than this has been. So I'd love it. If you could immediately afterwards. Just send an email saying what you have personally got from this session, because it will consolidate it in your mind. So doesn't matter what it is. But just one thing that you've got from this session, and I'll be in touch soon with some other bits and bobs. And if you haven't joined the telegram group, please do if you don't want to don't, but it could be.

Bonnie Grotjahn 47:37

Oh, about the telegram group. So I'm in the one that's the alumni. Is there a separate one just for us? Are we all just in the one?

John-Paul Flintoff 47:46

JOHN - PAUL FLINTOFF

I did send that you may have been still in your previous session. I sent an email with the correct link in case the other one didn't work. Oh, okay. Because I tend to tend to three I sent it oh great. Okay.

Bonnie Grotjahn 47:59

I'll I'll hop on in great thanks. Thank you. Thank you, everyone.

Suggestions from Otter.ai

Here are some potential visual images **Catherine** could use in the video she describes:

- Catherine sitting comfortably in her office space, surrounded by plants and soft lighting to appear relaxed and approachable.
- Stock footage or illustrations of the hypnotherapy and eye movement techniques in action (but not actual client footage for privacy reasons).
- Infographics or diagrams explaining the processes and how clients may feel at each stage.
- Testimonials from happy clients talking about their experiences and positive results.
- Catherine having a friendly conversation with a new client, putting them at ease.
- Scenic outdoor establishing shots of the local area to suggest a peaceful environment.
- Photos from Catherine's storytelling coaching weekend to showcase her additional skills.
- Generic wedding or speech-giving footage as relevant to her client base and topics covered.

Here are some potential visual images **Michael** could use in his video:

- Michael giving a confident speech to demonstrate his expertise.
- Excerpts from his book with text highlighting key points.
- Infographics showing speech-giving stress levels and how his methods can help reduce them.
- Testimonials from satisfied coaching clients who were nervous speakers.
- Stock images of wedding ceremonies/receptions to set the scene.
- Photos of Michael in wedding speaker roles (father of bride, best man etc).
- Michael having a friendly phone consultation with a potential client.
- Screenshots of positive reviews for his book online.
- Michael making notes or preparing for a session to look organized.
- Scenic shots of Birmingham to locate him and suggest a relaxing environment.
- Images from his radio interviews to showcase additional credentials.
- Illustrations acting out scenarios he discusses like a client's initial fears.

JOHN - PAUL FLINTOFF

For **Bonnie's** therapy video:

- Bonnie having a warm conversation with a client in her office - Illustrations showing different therapeutic techniques - Testimonials from satisfied therapy clients - Infographics about Bonnie's training and approach - Photos of Bonnie in relaxed, casual clothing with clients - Scenic outdoor shots of the local area

For Bonnie's business support group video:

- Photos of engaged participants in her previous groups - Whiteboard diagrams from interactive group exercises - Testimonials from alumni on business successes - Images of the unique group process in action - Infographics comparing her approach to others - Screenshots or illustrations of business dilemmas discussed - Photos of the social/cake aspects to emphasize fun factor - Stock images of business owners to represent audience