

## **James Taylor**

Hi, it's James Taylor, founder of [SpeakersU](https://speakersu.com). Today's episode was first aired as part of International Speakers Summit the world's largest online event for professional speakers. And if you'd like to access the full video version, as well as in depth sessions with over 150 top speakers, then I've got a very special offer for you. Just go to [InternationalSpeakersSummit.com](https://InternationalSpeakersSummit.com), where you'll be able to register for a free pass for the summit. Yep, that's right 150 of the world's top speakers sharing their insights, strategies and tactics on how to launch grow and build a successful speaking business. So just go to [InternationalSpeakersSummit.com](https://InternationalSpeakersSummit.com) but not before you listen to today's episode.

Hey, there is James Taylor and I am absolutely delighted today to be joined by Daniel Gutierrez. Daniel Gutierrez is an international business consultant, motivational speaker radio personality and author of stepping into greatness success is up to you. Leveraging his experience His infectious humor and his deep belief that there is greatness in each of us. He has transformed businesses and individuals all over the world. His appeal breaks the boundary of profession, culture and age. And as a renowned motivational speaker, Daniel has inspired fortune 500 companies and individuals worldwide to make positive changes that lead to success. It's my great pleasure to have him join us today. So welcome, Daniel.

## **Daniel Gutierrez**

Thank you, James. I'm so excited about being here today.

## **James Taylor**

So share with our attendees what's going on in your world just now.

## **Daniel Gutierrez**

Oh, gosh, as you know, I've never I don't like grass grow under my feet. I'm constantly moving. Ah, you know, I was just in Denver, Colorado and in LA and, and a couple of weeks, I'll be doing my signature trip to Peru. So I'll be traveling to Peru, where I take people on spiritual journeys up to Machu Picchu. And then on in July, I'll go again. But this time, we'll actually be heading out to the Amazon to work with a gentleman who's never left the Amazon. He's been working in the Amazon since he was five. So I keep telling my clients Be ready cuz there's no electricity, there's no water. It's, it's the drug.

## **James Taylor**

you've, you've had this amazing journey and life as a speaker. But where did it all begin for you? How did you get into the business of speaking?

## **Daniel Gutierrez**

You know, this is interesting, because I very seldom talk about this, but I'm gonna tell you a little secret because one time, I was actually being interviewed by a newspaper very early on in my career, and he had heard me speak and he said, what did you learn to speak that way? You didn't just wake up speaking that way. You have to tell me, and I wouldn't say anything. And he kept on and on. Finally, I said, Look, as long as you don't publish this, I'll tell you where I got my start. I said at the age of 17. I was a licensed Baptist minister. And he says that's it, I knew was something right. But that was the really, you know, and of course, you never say to a media person, don't don't put that in the paper, because that's the first thing they do. And the headlines read, Minister turn motivator I said don't say. But that was really kind of got my start at. You know, of course, when I was in high school, I was always seeming to be in front of people I never had fear of public speaking. That's the first hurdle. I think that people have to get past. Because there's, there's an old saying that says that 90% of the people would rather be in the casket than give the eulogy, you know, and it's true, because people are scared. But for me, it was something that came natural. And, and so I gravitated toward it. So going into that field at the age of 17 kind of helped a little bit, define how I used the power of inflection in my voice. But that's kind of where I began speaking, in terms in front of people, right. And then of course, it just kind of developed from there. And I kind of left it for a long, long time. Because I went into corporate America, I had a regular job like everybody else. And then after probably a good 1015 years, I woke up again, and I said I want to be a public speaker. And I had no idea. You know what that meant? And I'm sure the heck didn't know how you got paid. But that's how can I say that

## **James Taylor**

in those kind of early days for you as a public speaker, who were those early inspirations or those early kind of mentors for you?

## **Daniel Gutierrez**

Oh, Zig Ziglar and I'm from the Dallas area. So Zig actually taught when he was alive, he taught Bible study at one of the churches. So I would go listen, I'm Anthony Robbins, there's a minister in California called Dr. Robert Schuller at the time when he was alive. He was a powerful orator. I would literally sit in front of him with my laptop in church, and people would get so angry. They say, look at this young guy. Look at it. He's sitting on his computer, they didn't realize I was taking notes. Right? I was I was so I'm just mesmerized by his ability to capture 2000 people at the edge of their seat. And so these are people that I not only did I study I emulated in front of the mirror, image. I mean, Zig Ziglar once said, if you don't go over your in your mind your speech at least 100 times you're doomed to fail. Because once you're up there, as you know, you're up there, there's no time for practicing. You have to have so ingrained in your in your psyche so ingrained in your subconscious, that it's like throwing a football for a pro athlete, he already knows that balls gonna get to the endzone because he's done it so many times.

## **James Taylor**

There's mud. There's muscle memory happening there.

## **Daniel Gutierrez**

Yes, yes, muscle memory, right. And I think it's the same thing with speaking, we have to know, as as speakers that you may have been hired, or you may have been asked to speak for 45 minutes, but I don't know how many times this has happened to you. But it's happened to me a lot. Or they said, oh, gosh, Daniel, I know, I know, we hired you to speak in our could you have 10 minutes? Can you do it? You got to know what you're talking about? Or it's gonna be a problem.

## **James Taylor**

So we you very certain at that point, when you can you're leaving corporate america and starting to speak professionally. Were you very certain what you're taught you wanted your topic to be? Or was it more that you just you just you knew that you just wanted to speak and you would just kind of find you would find a topic?

## **Daniel Gutierrez**

Yeah, I didn't know. I had no idea what my topic was going to be. As a matter of fact, I remember my first coach, and I got so angry with her because all she would say to me was write the book, write the book, write the book, right? To quit saying that you're driving me nuts. You know, but it really it wasn't until I did write my first book, stepping into greatness many years ago, that I hadn't had a platform to go from. But I think I didn't get into speaking. I mean, as a matter of fact, I didn't even know how you get paid. I remember telling my mother, you know, she was so proud of me. You know, I work for a big company make good money, good insurance, good benefits, everything. I remember toner one day calm said, Mom, guess what? She says what son? I said, I'm gonna be a motivational speaker. She says what blankety blank blank. And then she gets quiet. And she says, Please tell me to quit your job. But yeah, I just kind of winging it. I didn't know. I didn't know how you got paid. I didn't know what a speaker was. I didn't realize it was the mistake that people make. And I did, then I didn't know it was a profession that you read. There's skill involved here. And I had to learn that and so I went about my way about understanding the power of power for public speaking.

## **James Taylor**

Can you remember that first time when someone gave you that check, as a speaker what that occasion was?

## **Daniel Gutierrez**

Yeah, because it was 50 bucks. Get me out of bed for that today. But you know, I was like, someone actually paid me to get up do what what I knew was my passion. And what I loved and I remember Zig Ziglar saying something once it says if what you're doing today, you would do for free, you're on the right path. And I trust me did it for free for a lot in the beginning, because I didn't know how to ask. But when I got that \$50. To me, it was like this can work. Now \$50 didn't mean fill up my car with gas. But it did show me that I had something people valued, they valued what I had to say, what I had to learn was the business. Now mind you that I want to say that that \$50 was an incredible day. But so it was the day that I got a check for \$25,000 for a one hour presentation. And and that probably was equally as powerful because I finally realized, wow, I get to get up there and have fun, deliver a message, empower people and make more money than most doctors do.

### **James Taylor**

So there's so many different avenues don't mean different paths for speakers today as well. You know, you and I were spoken about the sense of like, if someone's just getting started on the journey, you've spoken me about, you know, the importance of actually being quite sure about your identity, your self identity, because you when you have so many of these options, and it's very difficult, and now you have, you know, the bright shiny thing syndrome of new things coming along new strategies all the time. Can you talk about that in terms of finding that that core of who you are before you start kind of going out into the world?

### **Daniel Gutierrez**

You know, I was asked a question very early on, I ended up hiring a coach, right. And I think we all need that. And you want to hire a coach who's done it not one that theoretically is theoretical, right? And my coach happened to be in the code for Dr. Robert Schuller. So I knew she was the best. And she said something to me that stopped me in my tracks. She says to me, Daniel, why should I listen to you? And I don't have an answer. What a powerful question though, to ask somebody who's starting out. Why should I listen to you? What is it about you your story and your life? And what gives you the credibility to stand in front of me and asked me to change my life? That's a tough question. A new speaker, because I didn't have an answer at the time. I just said, because, well, because doesn't get you paid. You had, I had to really think about that. So it's important to know what your message is. And it can't be all things to all people. You have to have something in your life. So I had to dig, I want to dig deep, who am I? Who am I, and what in my life have I experienced, that I can translate into a message that will empower others to do what I did. Now, when I speak, I always tell people, look, I'm going to share with you some things that have changed my life. But my truth is not your truth. And what I have to say may not resonate with you. But if I get you to think for just a moment, then I have provoke thought and you I have done my job. And so so that is where I think we have to begin, who am I? What am I? And why should you listen to me? Because if you can answer those questions, it's going to be a tough road up there. Because there's a lot of speakers in this world. And you have to differentiate yourself by being true to yourself,

## **James Taylor**

I think so powerful, because it's so easy to you know, when you start hearing about Okay, becoming a professional speaker, you know, the first thing often people start talking about how to get speaking gigs, so that they can start straight away without doing some of that deeper work that you just mentioned there, which can be quite uncomfortable some of it because I've been in this position with my own my own mentor as well, he guided me in. And he asked me to be similar questions to those and I kind of give my my initial response anyway. No, I don't think that's it, is it? And he actually pushed, you know, it really pushed and I think I'd go in, I think really deeply about as to question things about why we, you know, if, if we're looking to build this career, for the long term, you know, why, you know, why those kind of why what, you know, who's your audience who's it for? They're really quite profound questions. But if you get those right, and as soon as you says, then it makes a lot of the other decisions, you know, a hell of a lot easier.

## **Daniel Gutierrez**

Well, and I think that one of the other things that I learned very, that was very important, and this is what happens with people that come out of a corporate job, or in a field, they forget who they are. In other words, they come out and say, I come out of a corporate job, and my identity, what people know me for is that business that that job. And unfortunately, what ends up happening over time is that that job or that position, becomes your brand as well. And now you have to separate your brand, from what it is you were doing. However, when you're first starting, if that's where they know you, that's where you have to stay. And so what I came out thinking, well, who do I speak to? What is you know, if I first have to figure out why should you listen to me, and, and what gives me credibility, I need to go to the low hanging fruit. The low hanging fruit is that people knew me in that industry. So it would be natural that I would speak about that, because that's what people know me, and then gravitate. So one of the things that that I found very early on, and I asked myself this question a lot. What's the low hanging fruit? What is something that I can hang my hat on? That is going to be easier than saying I'm a motivational speaker period? Because that's not going to fly. So how am I going to do that? Well, I looked in the mirror and I said, Wait a minute, I'm Brown. Okay, so what's the low hanging fruit around that? Well, I'm Hispanic. I'm a Hispanic in America. There's no motivational speakers. I have an idea. I'm going to become the number one motivational speaker for Hispanics in America. And I remember telling people that they would look at me go, they don't even they're not listening to you. And they say, what are your Toka I had my suit embroidery world's number one Latino motivators, so that I could see it. And people were calling What? What do you mean? I said, I'm just the world's best. And I kept saying that I remember one time in Los Angeles at an event. This girl introduces me and says, I want to give Daniel chairs props for being here and supporting us today. Daniel happen to be the world's number one Latino motor. So I told him, I know eventually somebody would say it. But I had what was the low hanging fruit. If you're a doctor and you want to become a motivational speaker, then you need to speak about medicine until people can gravitate. Now over time, I got to tell you the story. So I would say I was a number

one Latino motivator, which really kind of pigeon holed me a little bit, but that's where I had to start. In one day, I was speaking to 400 medical doctors. And when I got done, as always, I asked if anyone had a question. And this doctor in the middle of the group stood up and he says to me I said, What's your question? He says, You are not the number one Latina motivator in the world. And I'm looking at this guy, because he kind of paused. He says, You are the world's number one motivator that happens to be Latino, that should never define you. And that's, that's when I knew I had made the shift to a broader audience, it was the most beautiful thing that could have ever happened to me, because that's what we have to start. So the best advice I could give you after figuring out who you are and what your credibility is, they weren't stable, you're known, stable, you know, you'll get where you want to go. So back then maybe it was just Hispanics. And that's where I was going after. But today, I have a world audience. I have students in 17 countries. So it takes time I've been doing this 23 years, it didn't just happen overnight. So for those of you that are just starting out, don't get discouraged. I used to call myself Meals on Wheels. Because if I got fed, I spoke

### **James Taylor**

in those early days of you kind of working on your talks, maybe talking about how you kind of structure you're going up and giving your keynotes giving your your kind of presentations, and how that's changed over the years for maybe when you can have first started in the speaking business to kind of what you do today.

### **Daniel Gutierrez**

You mean in terms of content?

### **James Taylor**

Yeah, in terms of the structure, because you know, so many different speakers have their, the way that like to break things down even just for their own sense of when they're kind of working on their new keynotes. And, and they have a new so I've we've had so many different guests in it's been fascinating kind of hearing the variance of different ways in terms of how they think, okay, I'm working on this new keynote, how am I going to break it down? How do I structure it?

### **Daniel Gutierrez**

Okay, so I'm gonna, I'm gonna teach you something that Zig Ziglar taught me. And this is the this is mastering Zig Ziglar, if you've ever listened to him, and as many times as I've heard him speak or read his books, he has never changed his story. It's always been the same, what he changed was who he was delivering it to. And so because of that, he became a master of that story. He became a master of his own keynote. And I thought about that many times, not that I have to become a master of stepping into greatness. And stepping into greatness can be anything, but I have to be a master of the original story. So that when someone, a doctor or a group of MDS or nurses or college, that all I have to do is to change that message. To make

sense for that demographic. When you do that, what you're doing is now I know that there's been many times when I've been asked to write a speech that had nothing to do with stepping into greatness. But I always brought it back to that, I always brought it back to that main message. Even if it was a little bit far out, I would always bring because that's where I had my most power and passion. So as I develop now, nowadays, because I get asked to do so many different kinds of keynotes, I do have presentations that I stick with that are different, they're there, you know, because in the beginning, you just need to stick to one, become a master at it, become so master masterful at it, then you can take a one hour presentation and delivered 10 minutes. And it's dissonant, and I'll give you a story once. So once lady, she paid me \$10,000 to come up and speak to her organization. And when I got up to speak, she pulled me aside before I went up and says, Daniel, I'm so sorry. We're way behind. And I really mean, I really need the time. Could you do it in 10 minutes? I thought you paid me 10 grand? Sure. Happy to do that. But what I did is that I quickly went through my presentation because I knew it. I got up there. And I write up the climax of my presentation. I said, Ah, I'm out of time, thank you very much, have a great day. cut me off. I left him there. I left him in it. Right, not in a bad way in a way that they said, Wait a minute, this is the most powerful speaker the whole day and you give him 10 minutes, but I still delivered the message. Why? Because I was a master at that message. So if you're new, you want to become a master of your message. become a master Don't be going off and talking about things you don't know anything about it. You can take one message and change it to fit any situation.

### **James Taylor**

If you'd like it's almost like a golden thread that goes through your career, your different keynotes. You can you're able to kind of bring bring it and bring it back to that or related to that as well. And I suppose that you know that in that those early days of you can think about you know why you know the ways of speaking giggling feigned identity. Was that that kind of message that call to what you did you identify at that point or did it take you those first kind of hundred keynotes also, to really kind of dig that out and can work out what that is. That was and then then from there, then you can move on.

### **Daniel Gutierrez**

Yes, I, it took a while to figure out. And again, I had a good coat. And she would say, don't do that again. You know, and this is what I talked about in the in the gift that I'm going to give you guys is that if you're not funny, don't be funny. Don't try to be funny. Have you ever seen a speaker who's not funny, and they try to be funny. And you just look at him and you go, oh, gosh, you should end right now. Get up to state just don't do it. Right. And so I there were so many things that that I needed to hone in on this is what I call, really understanding your skill. You really have to understand what you're good at what you're not good at, if you're impromptu if you're not impromptu, how to do all these different things. And that and the actual message, this is the interesting thing about for me, the message is the message. But how I deliver that message, and how I engage my audience and make them feel like I'm one of them is actually just as important as the message. And that's what I call skillful presentation. That's when you

can take up 4000 people and have them in their hearts in your hand and have them saying nothing just floored because they don't even know what to do. I mean, but that takes time. You're right. It takes practice and practice. And I would scratch this up go for that that joke didn't go well, you know, and, and by the way, if you ever tell a joke, and it's not falling, well laugh at yourself, because if you don't, they're gonna eat you.

### **James Taylor**

So So as you've gone to this journey as a professional speaker, can you really point to any any other real key insights from a lightbulb moment in your life? We went, Oh, okay. This is the direction I want to be going with my speaking with with the work with the message that I have. Can you can you describe any of it maybe one of those kind of gig insights or lightbulb moments?

### **Daniel Gutierrez**

Yeah, I think that. Yeah, well, there's there were so many of them. I think that, you know, if you're if you're connected to your audience, and you're connected to your message, you should be getting nudges all the time. And if you're watching your audience, you should see that as well. I mean, things that don't go well. A lot of times, I would speak in Spanish. And it didn't dawn on me that there's probably thousands of dialects of Spanish out there. And some words that I say, don't fall over well in another dialect. And I really had to understand in the moment to make sure that I was understanding my audience. And that was probably one of the biggest things that aha that I had was, you know, the same joke to a certain group didn't fall well with another group. And and I really had to learn to shift that on the fly, and be paying attention. But you know, there were moments where the other thing I this is a funny story. This is one of those moments where I went, Oh, so I'm speaking to this group of people. And I mean, I'm getting into it. You know, I'm one of the really, really animated speakers. And I'm getting into it. And I don't know what happened, James. But all of a sudden, there was nothing in my brain. And I'm going, Oh, Lord, what was I saying? What was I saying? And I'm looking at them, and they're looking at me, and I'm looking at them, they're looking at me, and nothing's coming. And then finally, thank goodness, that the message came back into my mind. And I began to speak. And so I finished my presentation. There's a lot of people wanting to talk to me. And this is the the reoccurring thing that people said, Daniel, when you stopped in the middle of your speak to let us catch up that was so powerful.

### **James Taylor**

So you were doing like the powerful pause. And but you know, the the audience at the felt, because it because I have seen that, obviously, great speakers do that, you know, a lot, they'll stop. And they'll pause because they've said something, and they really want to hammer that home. And rather than seeing more more things about it, they just kind of pull back almost give a pause a slightly uncomfortable, and it helps people just kind of recalibrate. So I love I love the



head that that sometimes those things that happen on stage. And I suppose this goes to the craft and the mastery again as well. It's like just having flowing with it sometimes as well.

### **Daniel Gutierrez**

You got to dance with it. You got to dance with it, because I could have said I'm sorry, I don't know what I'm saying I would have I would have completely lost credibility completely. But I just kind of played with it I just kept staring at they were staring at me. And then it came to me and I went on about about the speech but the and now, I love that I love to be able to just stop and look at them because they're gone. What's he doing? Right and if that's mastery, that you have to be comfortable with that, but that's one of the biggest aha moments I've ever had was Daniel. You're talking too fast. Slow down, stop, look at them, Look them straight in the eyes. Don't be uncomfortable. And you know, and speaking, you're not really looking them straight in the eyes, you're looking over the top of them or you're looking at someone that smiling, but to them, you're looking straight directly into their eyes. And that means you're speaking to them directly. So that's one of the biggest aha moments that I ever had. It was hilarious. I think I wrote about it later, I said, I was so long.

### **James Taylor**

But I love that powerful pause, whether it's on purpose or not, is great. So what's a couple of things here as well, what's in your speaker bag was in that bag that you carry with you to all your your speaking engagements, you never leave home without

### **Daniel Gutierrez**

never being too confident. If I get to a place where I'm too confident, ah, I'm in a world of hurt. I still to this day, after 23 years or even longer, if you take the fact that I was speaking at 17. Get I get a knot in my stomach before I speak, and that tells me that I'm grounded. Right. And I even have to tell people, especially if it's a big stage, that I actually have this bad habit of doing this gag reflex. And I'll tell them, I'm not throwing up. It's just it's just, it's just a nervous thing. Don't get all weird and go, no speakers thrown up. But it's being humble. You can never be too humble. You can net you being uncle's important. Confidence is important, but not confidence words, arrogance. And so that's something I always connect to is that as I asked myself, am I overconfident here? Am I believing that I that? I, I know it? Well? Well. It may be from an intellectual standpoint, but from a spiritual standpoint, if you want to move a group, I don't care who they are. I remember once speaking to a group of engineers, and and a guy like me scares them to death, because I'm just way too much energy I'm going to bouncing around. And I remember, not not one smile, nothing. I'm thinking this is horrible. So Fine, I just stopped. And I said, if I look up your butt naked, what I said, I'll be right back, just take a break. And I went back and re redesigned everything. So I redesigned it to fit them. And I started being more linear in the way that I was presenting my presentation. And they loved it. Right? So So in my bag of tricks, it's about being humble, being ready to change on a dime. But you can't do that. If you're not a master of your skill. Yeah, if you're not a master of your presentation, you can't be a jack

of all trades and a master of nothing. You have to be known for something, and you and you. And that should always be your default. That's why I say get to know your message. So that your default is something you're passionate about. Doesn't matter what the group is because you know what, the end of the day? They're all human beings. Yeah. Me, I'm hired, you know about a topic, but they're human beings. And if you move the human being in the chair, they don't care what you talked about. And they don't care how long you spoke because they were moved.

### **James Taylor**

And what about you mentioned that is the psychological bag of tricks that you take with you to two speaking gig ensuring that you have that humbleness about you as well, and you have that lightness of firts? If you need to change things and move things around? What about the physical speaker bag? What is also in that bag? What is in you in terms of technic technology and and things that you always think you know, is always in your suitcase is always in the bag for you, you're in the best possible shape when you get on that stage?

### **Daniel Gutierrez**

Well, I mean, I think how I'm dressed is always very important. And this is what I always chose speakers. If they're looking at the way you're dressed, because you're either an oddball, or because you just decided to wear something loud and and you thought it was cute. They are not going to listen to your message. They're going to be wondering, what are you wearing? So I always make sure that I'm dressed appropriately. But for me, as I said before, is that and by the way, I asked every single time even today, I asked you what do I need to be dressed like that's just that's, that's a professional courtesy. And it's something that I always do. Because the worst thing you can do is show up dressed and appropriately or overdressed to a bunch of people that are in construction and you're in a suit, they're not gonna listen to you because they're uncomfortable. So how I'm dressed now for me, so that I remember who I am. Like I said, in my custom made jackets, I have custom made for world's number one Latino motivator, because that it's not for them. It's for me to remember who I am and where I've come from, right. Um, I think that that you should always have when it comes to technique if you're using a PowerPoint presentation, you can be redundant enough, if you haven't on a USB, and you leave it in the seat of the airline, you're stuck. So use technology and put it in and Dropbox, put it everywhere you can, so that you don't have that problem and never assume that because you sent it to the person that's going to be introducing you that they haven't. Because I've always found that they don't, or they have the wrong version, because we tend to change things. Now, the question then comes proud PowerPoint presentation or not? That's a big thing for speakers, do I use it? Do I not use it? It just depends on your style. If you're not polished, I would suggest you use a PowerPoint because it keeps you it keeps you kind of on track. And it keeps the audience engaged. When I do a motivational speech versus a What do you call it a more linear speech, then I don't use up a PowerPoint presentation because I know that they're there to be moved from a different space. But again, ask as the person that you're speaking to what what is it, um, other things that I might bring along. One of the biggest things I talk about on the audio that

you're going to get is never ever, ever, ever go over your time allotment. Never ever, ever do that. It it, it grinds me to be one of 10 speakers. And somebody decided that because they're so great that they take an hour and a half and the rest of us get cut off. First of all, they they already cut you off, they're not listening to you. You're just loved to hear. And that's what I call arrogant, right? So have a watch with you take it off and put it on the podium. So that you know what time it is if they don't have a clock behind you or have someone down there telling you when to when it comes to everything. If there's somebody below telling you only have five minutes, don't take 50. Right. So pay attention to habit watch with your set it up there. And if you think about it, our phones today are magnificent. They do great things. I mean, nowadays, you don't need anything but an iPhone, and you can do a lot of things, record yourself, record yourself for your purpose, not for them. So that you can listen to how you're delivering your presentation. Because a lot of times you may find that you're you're not delivering what it is that you're looking for. And you can shift and change it. But if you don't do that, then it won't work for you. So those are just some things that I do great to get myself ready.

### **James Taylor**

And do you have a favorite book, that you often suggest that Nestle be related to speaking but just because you speak about motivate your motivational speaker as well? Is there a book that you've maybe gifted more often to other people? Or do you think that other attendees would really find value in?

### **Daniel Gutierrez**

There's a lot of books out there as an author, obviously, I love to read, but the one that I probably recommend the most is Napoleon hills thinking grow rich. And I remember the first time I heard of that book, that someone said, Go get the book, Think and Grow Rich. I said I have some Avon books. I am not reaming there's no way there's nothing wrong with thinking Grow Rich, are you kidding me? What's wrong with you. And one day I was down and out. and was like, you know, we read this book. And it changed my life. It changed my life because I realized that the art of speaking, and the power that I present was all delivered up here before it was ever delivered in person. And it goes back to what you were saying earlier, we were talking about muscle memory, that if you stand in front of people and deliver a message, and you can feel the gladness, the change the shift the emotion of that presentation, it's going to go that way. But if you walked in with fear, doubt and disbelief, it's going to be a rough day for you. And you're never going to get to that dollar amount that you feel like you deserve to get paid. Yeah. And speaking of money, you don't start out usually making 10 50,000 I mean, maybe some people do. Because they might be doctors, it might be the Clintons, who knows they get 100,000 be easy on yourself. This is a great industry. And it's a great way to make a living. But there is a skill here just like a doctor has a skill. skill.

### **James Taylor**

Yeah. It's kind of like playing the long game there as well isn't it is you know, you if this is this is about mastery is what you're going to be in this for, you know, hopefully the rest of your your life if you're really committed to doing this. And so, think about it like that in terms of relationship. I mean, you mentioned that the timing thing. And I just think that as a courtesy to your fellow speakers, how would you want to be near the golden rule? How would you want to be treated? I wouldn't want to have to, you know, really crush my speech because someone else has decided to go on some ego trip before me So, so just kind of like just think about it that way. And it's been quite a comic in that sense as well. Because often, you know, the people that couldn't do those things were like they extend out, you know, in the speaking community that the They're not particularly well thought of I wouldn't imagine so. So let the final question for you here, and we're gonna tell people about this really cool gift you have for everyone. Let's imagine you woke up tomorrow morning and had to start from scratch. So you have all the skills or the knowledge that you've acquired over the years, but you know, no one, no one knows you, you have to start again. What would you do? How would you restart?

### **Daniel Gutierrez**

Wow, that's a good question. I think I would, I would keep in mind that I am my number one cheerleader. And if I don't believe in myself, nobody does. And what that means is that I would get, send out my information call. I mean, really, really. I mean, the first thing that I would tell myself, young Daniel, is Believe in yourself, and you're going to fall, and it's okay. And don't take no personal cut. It's never about you. And get out there as much as you can. Because out of sight, out of mind, even now, today, I feel like I have a strong brand. But if I take a couple years off, Daniel, who knew people step in, you know, I mean, that's just the business. So I think that knowing what I know, today, I think I would just tell myself, don't take no as personal. Just take it as an opportunity to call someone else. There is a tribe for you out there. There is a group of people that will, my greatest group of that I've ever did a lot of business with was opposite of me. And I didn't go to speakers things to find business. That's a mistake. It Why would you go where there's 100 other speakers that want you, I don't get that, I would go look for things that were opposite. So my greatest source of income over the last 10 years has been accountants. I know it's funny, I even tell them I get to speak. You guys are the wild if people are brought up. And that would have been the last thing I saw. I thought, Oh, you guys are gonna be boring. This is gonna they're not gonna laugh. They were great. But because I was opposite of them. Yeah, I became an expert. And I became the person they came to see every single year.

### **James Taylor**

It's funny that isn't it? That's almost like this. You know, many of the speakers I've interviewed here as part of the summit, they're in their home territory, that is not their strongest territory, they'll often have a huge success in some of their foreign foreign territories. Because it's that I don't what the expression is, move around, you know, you're you're never appreciate. That's the one Yeah, yeah. So so you're never appreciated often in your own city or your own town. So many the best way if I was speaking to David averin, great speaker, the other than he was saying the same thing. He said, he really speaks in his own city. He said most of the time he's

speaking either rescue cross rescue us or more globally as well. So it speaks to that is the is the other You are the other way. You know, you're speaking to accountants, you're the, you know, the power kind of motivational speaker getting everyone riled up. And that's often the opposite of what we think of in accountancy. So I love that that's

### **Daniel Gutierrez**

absolutely. And here's something else. I can't get paid per se. But if I go to work, I'm like, the master. Yeah, I'm like, I get paid big bucks to go to New York. Yeah. So in New York, I have this big following in LA, that, Daniel, we see him all the time. So but that's okay. I recognize that. And so what I'm getting at is take a risk, make investment, go across the country, go or go to another country. Many people from here go to Australia, because I pray they do. Well, yeah. Right. us. So go to the market that's gonna feed you. Don't be egotistical about it. And if you're not listening, that goes back to what I was saying a minute ago. If you don't believe in yourself, no one's gonna believe in you. Take the risk, and get out there and do something different, like I did going to New York and speaking to accountants, and my career took off and that's all I needed. I just needed that boost, and they will gladly pay me.

### **James Taylor**

Thank you, Daniel, so much for coming on today. I'm looking forward to his movie speaking on stages together at some point in the future. I know you've got some very exciting things coming up in the future that I'm sure you'll be people get to know about really soon as well. But Daniel, thank you so much for coming on the summit.

### **Daniel Gutierrez**

It's been absolute pleasure speaking to you today.

### **James Taylor**

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