



Ep. 44_ How to Elevate Your Energy for Magnetic Stage Presence with Marjo Hellman and Evan H. Hirsch, MD

Evan H. Hirsch, MD 0:00

Hello, and welcome to the FIX YOUR FATIGUE podcast. Whether you can't get out of bed in the morning, your energy crashes throughout the day, or you're a biohacker looking to optimize your energy, productivity and focus. This podcast is for you. I am Dr. Evan Hirsch. And I will be your host on your journey to resolving fatigue and optimizing your energy. And we'll be interviewing some of the top leaders in the world on fatigue resolution. Welcome. Hey, everybody, welcome back to another episode at the FIX YOUR FATIGUE podcast, where we are on a mission to help a million leaders, executives and everyday people take their energy to the next level, so they can be more successful in life. So I'm really excited about today's topic, because we're going to be talking about what happens when you get your energy back and you want to implement that into your career on stage in sales, whatever you're doing, how do you do that? So after people go through our program, this is one of the things that they can do. And this is part of our energy for leaders series. So I'm super excited about welcoming my friend Marjo Hellman. So let's learn about Marjo. So she is an executive Communication Coach, dedicated to helping you become the powerful leader you want to be. With her experience in TV news journalism, award winning international communications, consulting and performing on stage, executives get the skills and confidence that set them and their organizations apart. Marjo is the creator of the magnetic executive signature coaching program that helps high achieving executives become the number one leaders in their field. Marjo's coaching clients include big Nordic financial institutions and banks, government agencies and tech companies. She is a board member at Finland's biggest tennis club, hv s tennis and an advisory board member at the finish Tennis Association. Marjo's consulting work includes Finland emojis, which is the most successful global PR campaign for Finland to date. Wow, that's big. Marjo's latest venture Finnish flow coordinates the Finnish business community's presence at World Economic Forum event week in Davos, Marj o study theatre and University of Surrey in London and has lived abroad for more than 10 years. She now lives in Helsinki with her family and works globally with multinational companies. She believes magnetic communication is the make or break in your success. You can't sell your vision ideas or products without great communication. Marjo, thanks so much for joining me today.

Marjo Hellman 2:42

Oh, thank you so much. I'm so happy to be here. So excited.

Evan H. Hirsch, MD 2:47

And so we're gonna be talking about elevated energy, the key to magnetic stage presence. So let's talk about this. So why is energy so important for anyone hoping to convince others sell anything? Or make an impact?

Marjo Hellman 3:05

If you think about any of those situations, where you've been to see people who speak on stage or, or are presenting or even access or, or professional artists, would you like to see them? lethargic? moping around? Or would you like to see them energetic? And you kind of get that elevated energy and you feel like Oh, my God, you know, they're here for me. I'm really enjoying this air and energy, there's something really catchy. I want to listen to them. Which one would you like? Energetic? Yes, of course. Because we want to see people who are energetic. And we actually believe people who are energetic, there's something really catching about that kind of energy. So if we don't have that kind of energy, when we are feeling, you know, sometimes we don't have that it's human nature. It's typical. You don't always wake up with this spring in your step. And, and you're not always that happy first thing in the morning, for example. But you owe it to your audience, if you're presenting or if you're speaking, when you're on stage, or you're trying to sell something, you owe it to your audience to have that kind of energy, where they feel like oh my god, she means business. She really cares about this situation. Because if you don't have energy, it kind of sells to the audience like, well, she's not prepared. She doesn't care about this situation enough to give us energy. So we don't want to put that kind of swords into people's heads. And we want to show that we actually care about this situation. We care about this audience and we want to have that kind of energy that is very catchy.

Evan H. Hirsch, MD 5:01

Excellent. And so I wake up in the morning, let's say that I'm not up for like, before this podcast, you and I were speaking a little bit about this. So if I have stage fright, I get a little butterflies in my in my stomach, whether it's getting to be on Zoom or getting on a stage, how do I do that? How do I get my energy up?

Marjo Hellman 5:23

First of all, we have to warm up your body, that's something that you do. And as I was showing you before, before we actually push the record button, there are some warm ups that you should do, like, every time you go on stage, or you speak, you have your own podcast, you should do some warm ups, especially if you don't, if you're low in energy, and you have you out you're having a crappy day or, or whatever, but you need to warm up your body, because when you do, you actually get that rush of energy. So you warm up your body, you do some exercise, for example, some people can do push ups, you don't have to go that extreme, you can just for example, you know, you can just do some air boxing, you know, just imagine there's a boxing bag in front of you and do a little boxing, so you get nice movements around your shoulders and your upper body. So just do that kind of boxing thing. And that's when you get a bit of energy, when you're feeling a bit like ah, ah, and you don't have time to let's say run a marathon, all of a sudden. So it's better to just do something, at least to wake up your body. That's what you need to do. And the second thing is, when you've woken up your body, you also need to warm up your voice. Because you have to remember that voice is a very important tool. For us. It's actually part of this, this, your your expressions. Voice is also an expression. And if you don't warm it up, you kind of scaling down on your on your expressions and how expressive you can be. So yes, you warm up your body. And that's how you get a bit of energy. And when you warm up your voice you are what you feel even more energetic. So voice is very connected to to your body and how confident you're going to feel. So we know any vocal exercises by the way, do you know how to warm up your voice?

Evan H. Hirsch, MD 7:24

I, I am a singer. And so I do I do vocalizations but I'm really curious about what you recommend. I'm actually having this conversation right now with my voice teacher because I'm running out of my voice. I'll do a session with her. And by the end, my voice is kind of gravelly, and I'm trying to figure out how to how to make my voice give it more stamina. So I'm curious about how do you recommend warming up our voices.

Marjo Hellman 7:51

Everything good always starts with good breathing. So even with your voice, and even when you're warming up your body, you have to also warm up your breathing. That's also that's something I forgot when I talked about warming up but breathing is the key to success when you're presenting when you're speaking when you're doing a podcast. So it starts with deep breathing. And when you breathe down to your belly and you feel like if you put your your hands so that they are touching your your middle finger is pointing towards your belly button. And, and your thumbs are pointing towards your back like the back. What are these called? ribs, the bones? Yeah, the back ribs. So yeah, you put your your hands there. And the right breathing technique is is when you breathe in. You should feel that your arms are actually moving sideways, not upwards. So if they move sideways

Marjo Hellman 9:02

and your belly Grove speaker not very flattering, but necessary. Wear loose clothes when you're presenting. That's That's what once one one.

Marjo Hellman 9:17

So yeah, so your belly should really inflate, you know, like a balloon and your your, your fingers should move sideways. So that's how you breathe, breathing properly. And breathing is also the key for really good voice. So you start with breathing. Breathe in, breathe out, really dig, do it four times. But also you warm up the whole mouth area. Remember that tongue? Your tongue is actually a big muscle and sometimes especially if you you know your your listeners might be Changing, for example, changing between languages, you know, might be speaking Spanish. And then then the next 10 minutes you're speaking English and so on. So we have to remember that we also articulates with our mouths and with our tongue. So, if we don't warm up the mouth area, switching between languages is actually more difficult. Because we use different parts of our mouth to articulate Spanish, like we have in Finland we have is like this Mario, that's my name, and similar to Spanish, and it's very different to how I use my, my mouth and in my expressions in my face, or my muscles when I speak English. So that's why we also, when we warm up the tongue, we can just circle around, circle it around our mouth, like, kind of like your tongue is touching around your your teeth, like the outer sides of your, your gums, and your teeth are circled around both sides, like both ways. And then do a little humming. down wherever you want to go, low, high, low, high, and, and try to keep your head still, like if you if you're doing a lot of neck movement, that's not really good, you should keep your head still and try to have that vo you know, all all your that the voice come out naturally. So just do these little exercises and warm up. When you warm up your mouth and you warm up your tongue, you can realize that the articulation is actually so much better. And the speaking is better. And also how your voice comes out is better. And when I started with breathing, you should also realize that when you're speaking, you have to think about protecting your voice. And this is what opera singers do. So don't speak, for example, now I'm speaking to you into the camera onto my speaker phones. But if I'm actually hoping to have that kind of energy and speak and ascetically, I need to think about beyond the camera, I'm actually speaking to the rewar behind the camera, and I'm trying to project my voice. Instead of I'm not Shouting, shouting is bad. It's bad for your vocal cords. And it tightens your your throat area. And it's really bad. And that's when you get that kind of. But when you breathe in properly, and you do your vocal exercises, and then you protect your voice and almost feel like you're throwing your voice to the back wall. That's when you're also protecting energy in your voice. Excellent. Just a little tip.

Evan H. Hirsch, MD 13:01

That's really Yeah, and I'm so glad that you mentioned breathing as well. Because, you know, by taking deep breaths, we're engaging the vagus nerve, we're shipping shifting over into parasympathetic. So it actually makes us more relaxed before we go onstage. Right? So gosh, there's so many good tips in there. Thank you so much for sharing that. So in terms of being on Zoom now, where we're having a lot of our discussions, how do you how do you project energy? If you're not showing your video in some, like, in some certain circumstances where you don't have your video available? How do you project energy?

Marjo Hellman 13:44

The first thing is your voice. Like we just practice. If you close your eyes, and you hear someone's voice. And even if you don't see them, you can imagine if you close your eyes and you really listen. You can hear if she's smiling. If she really serious? Is she confidence? She's shy, does she have energy, you can hit all sorts of things is into that person's voice. So that's the key. First of all, concentrate on your voice. You know, sometimes we have really bad connections and there's no video connection even if we have the best intentions to have a camera on and and speak to each other like this. But sometimes connections are really bad. And you have to switch up your video. And that's when you have to start concentrating on your voice. What kinds of feelings are you protecting through your voice? So really concentrate on that? The quality of your voice. Have a little you know a smile when you talk because you can hear the smile. The other side can hear the smile, so you have a little smile on your face. face, make sure you articulate properly. And one really good tip. And this goes for all speaking. Remember to pause, and especially on zoom on video calls, pause is extremely important. And especially if you can't see each other. So if we just carry on like a, like a tube train, it's not tubing. It's in London or sex away. Yeah, Subway. Exactly. So if you're like a subway train, you know, just carrying on like this, and you can't see each other, then it's kind of like, Oh, my God, you know, is she ever gonna stop. So you have to give your audience a break. They have to think about process, what you're saying what you've just said. So you need to pause, give them a little brain, a little breather, breather to to, you know, really think about up to said, and then carry on. So pause is basically one of the key tools that you have in your in? Well, yeah, the pause is probably the, I would say the key problem solver to most situations where you can't see each other.

Evan H. Hirsch, MD 16:20

And I love the way that you use pauses. So your your, your really excellent example on this call of using them. And I think it also it's a good reminder for me as well, because I find that oftentimes I'm not breathing. And it's because I'm not pausing.

Marjo Hellman 16:39

Yes, those two are related.

Evan H. Hirsch, MD 16:44

And there's probably other benefits to pausing as well. I noticed that when you're pausing. I'm if I relax, when I'm listening to you speak, there's something about it, there's something that's a little bit more dramatic, like I can tell that you're a polished speaker, when you pause. What is it about pausing? That's like so helpful for either the speaker and the listener?

Marjo Hellman 17:13

For speaker, when I take a pause, it's an important time for me to actually think about what I'm going to say next. Sorry, especially for people who are worried about, oh, my God, I'm going to forget what to say, and why do I always forget what I was going to say, and, ah, I've lost the plot. I don't know where I'm going next, or you have a complete blackout. When you have a pause, and you make it a meaningful pause, like you meant it. I meant to be quiet. I was meant, you know, this is the you know, this is a dramatic pause. Even if it wasn't, but you can you can, you can practice, this is something that you just practice it comes easier when you practice meaningful pauses. So you pause and you look at your audience. And internally, you might have in your brain, this kind of oh my god, I have no idea what I was gonna say next. But to the audience, they're like, that's very charismatic, because charismatic speakers know when to shut up. They don't just carry on all the time will obey, take pauses. So yes, for you, as a speaker, that's really good time for you to think about what you're going to say next. Breathe. And when you breathe, that's when you're, you're, again, you're relaxing your your vocal cords, you're relaxing your body, and your voice comes out easier the next time you start seeking and also breathing, keep to oxygen price. So all of a sudden, when you suffer a little bit, you breathe a couple of times, maybe and I will always say to speakers take a glass of water with you. Because that's also a good dramatic pause, you know, you could be giving a TED talk, and you go and have a sip of water. You think what you're going to say next. You breathe in. You look at your audience probably really connects with your audience. And then you start speaking. That's very dramatic, very effective. And it gives the audience a feeling that oh my god, you know, she's an excellent speaker. And she really is he with us, you know she is speaking to me. But if it's just carry on all the time like this really fast and I just want to get out of here. You know, make it quick. I just want to run So that's you're not giving anyone really anything, you're not really connecting with your audience. So pause. And breathing, it's very important for connect, connecting with your audience. And that's what all the successful, the most charismatic speakers, they always use pausing and breathing as one of the key elements in their speech.

Evan H. Hirsch, MD 20:27

Yeah, there's a tension it causes you to lean in and curiosity around what's coming next. Yes, I remember a Native American quote that I'd seen once upon a time, and I'm gonna butcher it, but it was something to the effect of most people think that something is happening when people are talking. But the reality is that things are really happening when people are, are quiet when people are silent. And you just illustrated that very well.

Marjo Hellman 20:55

And also something I learned when I did theater, you know, I study theater, you mentioned that in the beginning, but I really wanted to be an actress when I was younger. And so I study theater at university in London. And, and I remember one of the professors said, when we were doing an acting exercise on stage. And he said, you know, Mario, what are you doing at the back? And I was, like, you know, establishing that he was a crowd scene, you know, the main actors were speaking at the front, and I was at the back. And you think when you're at the back, that everybody's looking at these people who are talking at the front of the stage. But in fact, people very often are paying attention to what's happening with the people who don't see anything. What are they doing? So he said, you know, make sure that when you are not doing anything, and you think you are not doing anything, you are actually doing a lot of 10, you have to start thinking about what is that nothing that you are meant to be doing, you know, that nothing needs to be meaningful, you can't just stand there, but people are actually paying more attention to the people who don't speak than to the people who are speaking. And that really taught me a lesson because, and I and I teach it even today, to everyone, everyone who comes to my to my coaching programs, is that when you are quiet, you have power.

Evan H. Hirsch, MD 22:43

So we're just going to be quiet right now.

Marjo Hellman 22:49

I love that long, meaningful pause. About half an hour.

Evan H. Hirsch, MD 22:57

That's great. So you are the communications expert. And so what you're talking about kind of reminds me of the other things that we use to communicate besides words. Right, so the physical body, so I noticed that you're standing, right? Can you talk a little bit about like nonverbal communication, in terms of presenting and this sort of context?

Marjo Hellman 23:22

Okay, yeah, yeah, around 70% of your communication is something other than speech. So 70% is actually, you know, what you're communicating to, to the rest of the world. 70%. It's not what you're saying. But it's actually your body language. It's your expressions, and it's your, your voice, your tone of voice. And now, when we're using these video call tools, zooms, and teams and so on. We actually cut off a lot about a lot of this communication that we have. So we have these, these, you know, little antennas. As, you know, as people, we analyze people, we analyze each other within seconds of meeting each other. You know, how does she walk? How does she carry herself? How does she breeze How is she dressed? If she told me she showed Baba Baba, and now when we asked like this on a zoom call, you can only see half of me is that even so a lot of that analysis that you would normally do is missing. So we can't really analyze each other and we can't really get those little clues and hints that we normally would do through this video call. And so we actually cutting off and these are some some new studies actually say that with these video calls. What's missing from our community? cation is around 90% of our expressions and of the whole communication power that we have. So it's only 10% that is the words, and what we are saying. So for us, you know, sometimes, you know, when you have a lot of you have many zoom calls or online meetings in a day, you feel exhausted. You know, like, why, why is it so tiring, I plan to sitting here, and I've been staring at the camera, and looking at these people and talking to them, for some reason, it's so exhausting. And now we know why. Because we're not used to how, you know, we haven't had that genetic change, or the evolution yet, that lets us, you know, pick up clues through through a camera like this, we need more, we need to see people in order to really communicate 100%. So this, that's, you know, so don't be so hard on yourself, if you at the end of the day, you're really exhausted, because it's it's just this, you know, we're not used to, and we're not supposed to be analyzing and, and trying to pick up communication clues. From that, you know, 10% from the words, we need more we need, we need to see people. So yeah, so that's one of the reasons why body language is so important. So I always say to my clients, and what I tried to do as well, you probably noticed that I speak with my hands quite a bit. And I also stand, because when I stand, I move a bit more naturally. So I give you more clues about you know what kind of person I am. And I use my hands, because that's much more interesting for you to look at me as well and speak with me when that you feel that, you know, I have energy and an eye, I'm using my hands to point, you know, certain important parts, I use them as part of my expression. So I'm trying to make you understand what I'm saying. By giving you more clues about what I'm like, even though we can't see each other, because we are like, completely,

Marjo Hellman 27:25

you know, other types of the world. So that's my tip for everyone who's currently doing loads of online course and, and struggling to maybe get their point across is to concentrate on your tone of voice, you know, what are you expressing with your voice, use that as a tool, use your hands more, give more clues to the people who might be watching or, or seeing you through the camera lens. And also, if possible stand because when you're standing up, your body moves more naturally. And you also your voice works better when you're standing up. And also, what happens is that your your your thinking is clear when you're standing up. So there's so many benefits to standing up. And also because we're talking about energy, you have much more energy when you're standing up than if you're slouching and sitting down.

Evan H. Hirsch, MD 28:28

Yeah, we're really not made for sitting. You know, they say that sitting sitting is the new smoking. When you take a look at the research, you know, if you sit more than if you sit eight hours a day, or maybe yeah, if you sit eight hours a day, then you're likely to die three years sooner. But also, if you stand I think more than five hours a day. It's also not great. So you do have to do this, this, this flex and this movement, right? So that movement is the most important thing here, you know, so that you're not just so rigid in one position because the body likes to move. Yes. And so I would imagine movement is probably very helpful when you're giving presentations. Let's say if you're on stage, not so much. I mean you're doing some movement. I really appreciate how you've kind of stepped back using the hands. But then on stage when people pace how do you how do you balance like pacing with like purposeful movement

Marjo Hellman 29:26

I always say that pacing is not necessary. You know, you don't have to have that kind of choreography when you necessary pace. Because for some people it doesn't work. You know, you have to look into your you know, your strengths as a communicator, what kind of communicator Are you? You know, do you like using your body? Is it essential for you to use your body so that you can think clearly clearly and, and your voice works? And for some people, it's just impossible. They're like, Oh my God, if I have to speak No, no, no, no, no, I can't No, no way, I'm just gonna stand here. And you can still be a charismatic speaker, even if you're just standing there. But then you use your voice, you use those other tools, pauses, connection, really connect with your audience, look them in the eye. And continue speaking. And that's very powerful. If you're standing there. To actually connect with the audience, that's probably even more important than having that kind of pacing around. And here, you know, you know, really relaxed, and I'm pacing, but for some people, it works. And especially if you have a really big stage. And you have, for example, this, what we use nowadays a lot, it's like this big, big screens behind us in this light, and this, you know, maybe presentations and whatever, then it might be a good idea, if your audience is spread wide, in front of the stage, it might be a good idea, it's actually good for the audience to see you close, close and close up. So that's when you can walk, because there is a purpose for your walk, that there is a purpose, I'm coming to you. Now, Evan, I'm speaking to you now on this side of the stage. But the next point, I'm actually going to make and I'm going to go to the other side of the stage, so that these people can also see me properly. And that's a service to the audience. So it always depends on the kind of stage that you're on. Where your, your your audience is located. Can you see them? Can you not see them? And, and also your, your particular style? What kind of communicator Are you? Does it come naturally for you to speak when you're walking? Or would it be better for your concentration and for your focus, and for really connecting with your audience to sustain this?

Evan H. Hirsch, MD 32:04

So is this some of the work that you do with people tell me a little bit about how you work with people and implement some of these things.

Marjo Hellman 32:15

I always start with people's strengths. I think when when when we work with our strengths, instead of trying to fix weaknesses, you know, most people come to me, they're like, I'm not good at this, I suck at this. I get really nervous. And I have this message trade fries. And you know, I'm just not, I'm not looking for center. And I'm not a good speaker, or they're mostly leaders who are very experienced leaders and executives. And they have to speak a lot. And they do many media interviews. But then they struggle with for example, you know, self confidence, that's quite surprising that so many leaders actually struggled with, with self confidence, they appear confidence, but they're not necessarily. And it's not, that you don't always have to be that confident to be a great speaker. But you have to mean, what you say you have to have conviction, that's actually probably the better, better word. So we start with strengths, you know, I analyze, I speak with them, we do some exercises, and and I pick up on, on their clues, you know, how they speak when they're speaking normally, to their friends. And to me, what kind of communicates this survey, and then when they're saying I'm not good, like, you know, I'm not a good communicator, and I'm not a great speaker, and I can say that's, that's crap. Because now you've just, you've just talked to me in a very nice way, you're very warm, you know, very, very authentic, your style is very, you know, it's yeah, it's very natural, enthusiastic, and so on. So and then, so we start with that, you know, what is still natural communication styles. And then we start building on that. And, and, and also, it's always about when we, when we go through this coaching program, it always goes back to messaging as well. You know, you you can be a great speaker, and you can be, you know, a great leader. But you also have to have that kind of crystal clear message that gets people on board, especially if you're, you know, leading a big company. You might not have that kind of great tool sets, communication sets for for your company messaging, for example. So, so, because I'm an TV journalist and communicate consultant and I spent so many years doing international communications and big campaigns. I also work with company messaging, and what they actually want to say, what is the company purpose? What is this leaders purpose? What is your vision? How do you communicate that vision? So it's the substance, it's the, it's that there as well. And then bringing it up, and, and make it public and, and present it to to the world. So yeah, substance, the messaging, and also how you present it, and how you win people over and how you communicate your vision.

Evan H. Hirsch, MD 35:47

Sounds like a wonderful program. So and I think one of the things that I saw on your website was integrating story into your messaging, I think it was the video that's on your website about how to have good zoom meetings. And I think you talked about facts tell, but stories sell, right. And when we're talking about selling, I mean, you can be selling anybody an idea, you don't have to necessarily be selling a product, right? You're selling yourself oftentimes, in convincing others and whatnot, can you talk a little bit about how story kind of plays a role into this?

Marjo Hellman 36:25

We are natural storytellers. That's the oldest communication tool that humans have, you know, we've always been telling stories, and that's, before we had mass media. And before we had the news, we were telling stories, so it's a natural way for us to communicate and, and connect with each other. You know, even when we were still sitting by fire and, and outside our caves, we had, we told stories, you know, stories of fliers, and predators and so on. And, and they were also, you know, carried on from generation to generation, these kinds of stories. And so, storytelling is so ingrained in us, and many business people, they forget about this, you know, it's just real, we have facts, and we just tell the benefits and, and the solutions that we have, and, and that's it. But you're not really selling anything, unless you know how to tell a story about the product or the service or, or yourself, what is your story? What is the most meaningful story to this audience at this moment? Because it's also it's always about the audience, we have to remember this. Whenever we are communicating. It's never about us. It's always about the other person, it's about the audience. Even when I'm giving a speech, it's not about me, it's about the audience. What I'm serving the audience at this point, what do they need at this point. And with storytelling, also, it's a great tool to really touch and make people feel something, you know, if I tell a really good story. And this is the most important thing that all presenters and performance should realize that what is actually your main goal. It's to move something is to make people feel something. It's for them to do something. Or to think about something different. You know, it's about you have to move those people somehow. And if you're just going on about facts and all about how great you are ratio companies, it's not really touching anyone, it's not touching us. And that that kind of deep level when we feel connection, when we tell a story. You can be guaranteed to have people in the audience like yep, I know how that feels. Yep, I've been there. Yep. I have the same experience. Yep. But if you don't tell stories, you can't feel that kind of connection and trust. Stories also build trust. And I often say to people when you know, especially in Finland, people tend to be a bit stern and they don't necessarily want to share so much about their feelings and but I always say like when you meet someone for the first time, even in this kind of call setting up video call. People tend to go like, Okay, let's go straight to business and, and let's start I'm just putting on my presentation here. And let's look at it And that's it. It's like you're not really building connections here. Instead, try to make people open up. Try to try to get them to tell a story. For example, when I usually say like, you know, today, it's been snowing, it's been absolutely horrendous outside, it's been kind of wet snow, sleet, icy roads. And I could say who, who has fallen over this week? In these icy roads, when it's like, deadly, it's so icy. And this, I guarantee you, there's one or two people who are like, Oh, my God, I fell over yesterday, I really hurt my head. And then there's the second person going, Yeah, you know, what happened to my daughter, she fell off, you know, and this has carried on like that. And suddenly, we are telling stories. So don't just go, even if you're in business, you're an executive, don't just go straight into you know, you know, I'm, I'm this big leader, and I go straight to, you know, to carry on with my business. No, try to make people share stories, because that's when you're really connecting. And that builds trust. Especially if you're selling something that's essential. Sales, people always forget to tell stories. But stories are the things that really sell and facts are facts. And they kind of

Marjo Hellman 41:22

bring kind of meat around those those things that you're offering, and then the stories, but you can't sell through just telling facts alone, you need the stories. And that's really the the makeup break.

Evan H. Hirsch, MD 41:39

Brilliant. And I think that there's you build culture, with stories, one of the things that we do on our calls is that we always start off with gratitudes, or what's going well, right. And so, by doing that we're combining I didn't even think about this until you mentioned it, we're combining story, because people are talking about what's going on in their lives, that's going well. And then we're also creating culture, a culture of gratitude, right. And also, we're reprogramming our brains as part of our programs. So I so appreciate you bringing story into the mix. So where can people find you and learn more about what you're doing?

Marjo Hellman 42:20

Well, first of all, I have my websites that I some marjohellman.com. So marjohellman.com. So from there, and also, you can find me on social media, like like most people nowadays, on LinkedIn, under the same name, and Instagram. And that's what I'm not that huge on Twitter, but I'm there as well, if that's your channel, but yeah, my website. And also LinkedIn is probably my main channel. So if you're there and fencer send me a message, and we can connect.

Evan H. Hirsch, MD 42:58

Excellent. We'll also put all of the links in the show notes and in the description box. And so if there was one thing, Marjo that you could leave people with today, in just one or two sentences, what would that be?

Marjo Hellman 43:15

I'd say that's, you can't sell anything. Not your vision, not yourself, not your company and your products without magnetic communication. Magnetic communication is actually your number one tool for making a difference. So it's really worth investing in it and getting coaching in it's and, and, and practicing it. You know, confidence. We always talk about confidence and how do we get more confidence in speaking or as leaders. It's about practicing. You have to remember that confidence is a skill, just like any other it's like riding a bike. Confidence is not a trait. It's not like some people were just born confidence, and some people aren't. You know, it's a skill, the more you practice, the more confidence you will become.

Evan H. Hirsch, MD 44:20

Excellent, so important. practice makes permanent. Right? I was just talking about this with my 13 year old like, you know, we need to anything that we want to cultivate in our lives, we have to practice right and anything that we want to get better at. We need to hire a mentor. You know, like we've got, you know, if you want to learn how to play piano, what do you do? You hire a piano teacher or a piano mentor, right? You want to learn how to become a better communicator for your business. And and speaking on stage, you hire Marjo Hellman. So Marjo, thank you so much for joining me here today. I so appreciate you taking the time.

Marjo Hellman 44:56

Thank you so much, Evan, it was so much fun. And you have a great party. And I'm so happy to be a guest. Thank you so much.

Evan H. Hirsch, MD 45:05

I hope you learned something on today's podcast. If you did, please share it with your friends and family and leave us a five star review on iTunes. It's really helpful for getting this information out to more fatigue people desperately need it. Sharing all the experts I know in love, and the powerful tips I have on fatigue is one of my absolute favorite things to do. If you'd like more information, please sign up for my newsletter, where I share all important facts and information about fatigue from the foods and supplements to the programs and products that I use personally and recommend to others so that they can live their best lives. Just go to [fix your fatigue.com](https://fixyourfatigue.com) forward slash newsletter to sign up and I will send you this great information. Thanks for being part of my community. Just a reminder, this podcast is for educational purposes only, and is not a substitute for professional care by a doctor or other qualified medical professional. It is provided with the understanding that it does not constitute medical or other professional advice or services. If you're looking for help with your fatigue, you can visit my website and work with us at [fix your fatigue.com](https://fixyourfatigue.com) And remember, it's important that you have someone in your corner who is a credentialed healthcare professional to help you make changes. This is very important, especially when it comes to your home. Thanks for listening, and have an amazing day.