



## SuperStar Communicator Podcast

# Don't Be Boring: Building Confidence and Authenticity in Your Personal Brand with Richard Liverman

Susan Heaton-Wright [00:00:02]:

Hello everybody, this is Susan Heaton Wright from Superstar Communicator podcast. I hope you are having a good week. I'm certainly having a great week and partly because of the guest I have on the other side of the Internet. He is called Richard Liverman and he is a brand consultant and coach with Richer Solutions. He has worked with some of the biggest brands in the world. As his career progressed, he began to realize how many talented professionals struggled to stand out in today's crowded marketplace. They had incredible skills, but couldn't articulate what made them unique or valuable. Since establishing richer solutions in 2020, he now helps clients tell their authentic voices and build powerful personal brands.

Susan Heaton-Wright [00:01:03]:

Through coaching and brand consultancy, he transforms how they present themselves both online and in person. His clients don't just become more visible, they become more confident, strategic and successful. They stop blending in and start standing out as the best version of themselves. So welcome Richard. I'm so excited to be interviewing you. And a disclaimer. I have had a couple of incredible coaching sessions with Richard and I have gained so much from the experience and I hope that members of the audience, listeners will do so too. So I'm really intrigued.

Susan Heaton-Wright [00:01:53]:

You said that you had you realized that there were talented professionals struggling to stand out. Do you have an avatar for that? Do you have a standard person that you think of who is in this situation?

Richard Liverman [00:02:10]:

Well, let's describe it in a different way and thank you for the welcome. There's a bit where often, often you come across things and I hear businesses with, they'll start telling me about their product or their proposition. You think, oh that sounds interesting. And you start digging and asking the questions and then you find these normally small businesses or medium sized businesses that have got these incredible products or propositions but are not very good at talking about them. Or I'll put it another way, you know, sometimes you're on Instagram and you see those adverts for things and then you end up buying them and it's some like some random thing that cleans the carpet but when you get it, it just not as good as the video. So it's all, all, all style and no substance. The businesses that I often come across, I almost think of it the other way. They've got all the substance but not the style to describe themselves.



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Richard Liverman [00:03:08]:

So instead of getting one of those crappy brushes that don't actually clean the carpet. Yes, I fell for that. Yeah, it's actually there's these amazing businesses that have got products that are really great but are not very good at Talking about themselves. And I think there's something quite British about that. We are not great at talking about ourselves. And we're not very, you know, we're almost a bit apologetic. I'm sorry for being good. Do you know what I mean, though? There's something very British about it.

Susan Heaton-Wright [00:03:39]:

I agree with you. And I would think that, say, because quite a lot of my clients are in the corporate organizations, and those that don't speak out or those that aren't as vocal and grandstanding, they get lost. It's almost a similar thing, isn't it?

Richard Liverman [00:04:00]:

Yeah. And people can get lost, but so can products and businesses. And I think there's that little bit where how can you make it easy for people to fall in love with you? And so is it just a simple case of changing your messaging? Is there a way that you can describe yourself in a positive way without wanting to throw up in your own mouth? Which is incredibly British thing to do? And we all know that bit at networking. Oh, what do you do? And everybody. There's British people there like, oh, gosh, please don't ask me that. Please don't tell me to talk positively about myself. And it's not just about enthusiasm and positivity. It's about how we communicate, what it is we do and how we add value to people and why our products and services actually make a difference.

Richard Liverman [00:04:42]:

And for me, I much prefer working with people with a lot of substance because I think you can add the style to it rather than those carpet brushes that don't actually do anything.

Susan Heaton-Wright [00:04:54]:

A really interesting observation, because certainly there are people I followed on Instagram and purchased things, and, you know, the reality has been quite different from the very glossy pictures and videos that they share.

Richard Liverman [00:05:12]:

No, absolutely. I mean, don't get me wrong, there are some out there where the style and the substance do match. Yes, absolutely. And I think about some of the brands and businesses that I interact with as a consumer consumer. And. And you're like, okay, well, the products are as good as the pictures or it all adds up. And. And we think about.

Richard Liverman [00:05:33]:

I. I'll think about it in another way. You know, when you go into a town, you go and look for a restaurant, you look at the menu, you go, oh, that looks good. And you go in. The food's just as good as the menu looks. That's where start equals substance. And then there's other ones



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where you look at the menu and you go in, the food's rubbish, you know. Oh, that's what I mean about the carpet brush.

Richard Liverman [00:05:54]:

Where I think a lot of businesses are, is, they're almost apologetic. And actually the menu looks okay and you go in, the food's amazing. And for me, they're the ones that I think with the right support and help and to have that confidence, clarity and be able to articulate what they do. Then all of a sudden you put them in a different plane without actually changing their product or proposition, just how they talk about it.

Susan Heaton-Wright [00:06:20]:

So you're on a mission to do this. I know that you're involved in small business Britain, so is that where you hang out a lot to support small businesses?

Richard Liverman [00:06:31]:

Yeah, I've done a number of projects with those guys in the, in the mentoring and I really enjoy it because sometimes when you mentor businesses on projects like that, it's a bit like Forrest Gump with his box of chocolates. You never know what you're going to get. And that's where you and I met. And it was, it was like, I always like to say, unexpected item in baggage area. It was like a real joy. And it's like, okay, where we're going with this. And there's almost that challenge where you don't know what you're going to be working on at the start. So it's kind of, you have to be quite quick with your thinking, but then also work with a lot of sort of private clients where, you know, they'll come to me with, right, how can I grow my confidence? Or how can I get my business to the point where, you know, I can hire more people or what do I need to do to grow sales? And the most common questions people come with is, how do I grow my sales? It's the most, it's the most standard question that I get asked by small and medium sized businesses.

Richard Liverman [00:07:35]:

And for me, I think a lot of that is combining sales and marketing and actually sharing what you do and adding value to other people, because again, it is a very British thing. Oh, we don't like sales. And I'll just flip it and turn around and say, okay, how do you help people to buy from you? And all of a sudden they just begin to think a little bit differently about their businesses.

Susan Heaton-Wright [00:08:00]:

You're a genius, Richard. You really are. Now, I know that you mention, and you have mentioned this to me when we worked together about business scaffolding.

Richard Liverman [00:08:13]:

Yeah.

Susan Heaton-Wright [00:08:13]:

Could you go into more detail with that?



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Richard Liverman [00:08:17]:

Yeah. So scaffolding. I'm, I got a late diagnosis of adhd and one of the things that I learned around ADHD is how can I scaffold myself So I can be the best version of myself. So it could be as simple as having one of these tags in my hand to help me concentrate. And I started thinking about, okay, how can I bring scaffolding into businesses? What do I need to help? You know, what's the scaffolding? I need to help my business grow. But then when I work with other people, it's thinking, okay, well what's the scaffolding you need? Is it a plan for your social media? Is it a strategy for your marketing? Is it some testimonials? So I love Google reviews and there's a little bit of a confession here that not only are they great because it helps the algorithm and bumps you up the search malarkey, it's great for other customers because they get to potential customers, they get to learn about your business. But I've got a third one which is slightly mischievous. But if you're ever having a crap day, it's raining outside, you've got a grumpy customer or whatever it is, I'll go and read my Google reviews.

Richard Liverman [00:09:33]:

And it's sort of, that's part of my scaffolding because it's like, actually this is not only where I get comfort from, but also it reminds me why I do what I do. It also reminds me the difference you can make. So that's a perfect example of a couple of bits of scaffolding that I have to help my business grow. And I share that with other people because everybody's scaffolding is going to be different, is just finding the scaffolding that you need to allow your business to grow.

Susan Heaton-Wright [00:10:02]:

That is absolutely brilliant. And it's almost like a framework of what I want and what in order to do my best. This is what I need.

Richard Liverman [00:10:12]:

Absolutely. And I think. Sorry, no, go on.

Susan Heaton-Wright [00:10:15]:

I call it a diva contract.

Richard Liverman [00:10:18]:

Oh, go on.

Susan Heaton-Wright [00:10:21]:

Based on. When I was a music student, I was privileged enough to look after some world class musicians, including Jesse Norman, Montserrat Kabaye, people like that as a young student. And for Jessie Norman, I mean she was the Beyonce of the 1990s. I mean she was absolutely huge physically as well as career wise. And I had to sign an 18 page contract. Yeah. Which included 18 pages which everyone else thought was hilarious, of course. Do not turn your back on her, do not speak to her, all of those things.



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Susan Heaton-Wright [00:11:05]:

She needs this and that and the other. And she did a rehearsal with full orchestra, no microphone. Then two halves of 45 minutes with full orchestra, big repertoire and you know, encores. Then she came up, had a Quick sandwich and sat outside for two and a half hours in the foyer meeting every single one of her fans. It was then I realized why she needed her diva contract. Because in order to do her best for her fans, she needed certain things in place. Now, this was a world class concert hall, but the next day, next week, respectfully, she might be in a place where they're not used to people of her caliber and they might think they can just walk in as she's warming up and getting ready and didn't recognize she needed her space. So I call it the diva contract.

Richard Liverman [00:12:05]:

I like that. And I think there's that little bit where, what do you need to be the best version of yourself? And I think there's this little bit where when I was going through my training, one of the coaches I had was a brilliant guy called Graham Ravenscroft, who was one of the British Olympic team coaches. And he was saying that you need to be able to rest. And there's this view that, you know, you should keep working, working, working, working, working. And he was saying that there comes a point as an optimum point, and then you need to rest to stay there. And I think, and I never thought of it before because I just thought, well, actually have to do 18 hour days. And I do quite a few of those as well. There's also that bit where I thought, okay, well what, what's rest as part of my scaffolding? And that for me could be, I don't know, 20 minutes on LinkedIn.

Richard Liverman [00:12:54]:

It could be nice cup of tea. But it's all of these things you start thinking about, okay, what is it I need for my scaffolding? And I. A couple of weeks ago I did a presentation at Barclays and we were. Part of my scaffolding was to look at the route, to analyze the route. If there's a delay, have I built time in? Because I wanted that when I arrived, I was in the room and ready to go. And it's thinking about that scaffolding both from a practical perspective, but also from the point where how can I be the best version of myself? Even in my, my office, I've got beautiful bit of artwork, I've got kind of some books that inspire me. I have music on all the time because that becomes part of my scaffolding, as does a good strategy. So there's that kind of all of those different bits to help us reach where we should be.

Richard Liverman [00:13:51]:

What frustrates me when I look at a lot of coaching is that it can be quite paint by numbers. So this, all of this stuff works for me. It might not work for the people. So I think there's always that little bit where paint my numbers has its place, but not when it comes to scaffolding. It's what works for the individual.

Susan Heaton-Wright [00:14:11]:

Absolutely. I'm so pleased we're talking about this so often. People get. British people get worried about asking for these things, but if you reframe it by saying. Not saying this is my



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diva contract, but I quite like that. You love it, great. But in order to do my best, I need a glass of water by my table when I present.

Richard Liverman [00:14:37]:

Yeah.

Susan Heaton-Wright [00:14:38]:

You know, hey, that's not been.

Richard Liverman [00:14:39]:

Which reminds me, before this podcast, I did demand a bowl of red M and M's. They've not arrived, Susan.

Susan Heaton-Wright [00:14:45]:

Haven't they? You'd better get onto your assistant. Ah, dear me. So we're going off piste quite a bit, aren't we?

Richard Liverman [00:14:58]:

Always, always.

Susan Heaton-Wright [00:14:59]:

And that's great. I love it. But that is so interesting, the idea of having your own personal business scaffolding your personal one and your business one. But you also talk about brand DNA.

Richard Liverman [00:15:15]:

Yeah. So often think about when people come to me with their propositions, the. There's always the idea when you can start talking about brand pillars and all the different elements of it. And I think sometimes we can use quite complicated language. And I try and simplify things, okay, what's your brand DNA? Why do you do what you do? What's your why? And we go down the Simon Sinek route. What are your values? And you build up all of these things to really understand your business DNA. What is it, you know, what's the force that flows through your business, to use a Star wars reference. And there's that little bit where when you understand your DNA, what it is you stand for, why you do it, what are the people involved like all of these different bits.

Richard Liverman [00:16:07]:

It makes it easier to communicate who you are, what you do, and how you help people on their journey. And I think it's really important, the more you understand that, the easier it is to communicate it with people that need you. And I go back to the style and substance that we spoke about right at the very start. If you've got that substance, the DNA kind of explains it and helps you communicate it with other people. And it's almost the more you understand who you are, what it is you do, why you do it, and all of the different elements within that, then all of a sudden you've got something really interesting to share with people that



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hopefully resonates and Connects. So for me, brand DNA is, is traditionally in the brand world, you call it brand pillars, but I think the DNA of it just makes it something that is easy to understand. What is it that you stand for? Simple as that. And for me, it's about pulling it out to people.

Richard Liverman [00:17:06]:

How do you get it out of their heads and onto paper?

Susan Heaton-Wright [00:17:09]:

But I love that, you know, there's an authenticity and it's easier for you to be able to communicate that when it's you.

Richard Liverman [00:17:18]:

Yeah. And absolutely. And for me, it's always when you work with business owners and founders, it's always in their heads and sometimes you just need to pull it out of them and it's asking the right questions. And sometimes it's about, you know, trying their products and understanding, talking to their customers. And one of my favorite exercises to do, there's a wonderful theory called the Johari Window. I don't know if you've come across this, and there's that it's a super one. And there's parts of the Johari window, which is what's your blind spot, which is the bit that other people see but you don't see. So as part of the brand DNA, often I'll, I'll get my clients that I work with to go and contact three or four of their customers and ask, why do you work with us and what do you get? And often there's that disconnect because all of a sudden you start understanding what they think of you and you start adding that into the brand values and your DNA and all the rest of it, and it becomes really, really interesting.

Richard Liverman [00:18:23]:

And sometimes we've gone through the what do people get from working with you and why do they work with you? And I've had people just absolutely light up, they never knew this stuff. But, but think when you think about our businesses and what we do, sometimes if you don't ask, you don't know.

Susan Heaton-Wright [00:18:43]:

Yes.

Richard Liverman [00:18:44]:

So it's almost right. Let's, let's shine a light on that blind spot, make it a bit smaller and let's see what's in there. And then all of a sudden makes your communication so much easier. Wow.

Susan Heaton-Wright [00:18:58]:

Oh my, my brain is going 20 to the dozen because obviously we're talking about businesses here. And I know that there are some people who listen, who are in corporate and they may be one, they might be ambitious, I wonder, in appraisals or asking trusted people, you know,



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that 360 degree feedback that they sometimes do, but there might be some value in an informal version of that.

Richard Liverman [00:19:29]:

Absolutely. And for me, it's almost that there's lots of people going on at the moment about data, big data and actually small data is really useful as well. And small data is just that feedback and that kind of insight into understanding who you are, what you do well, what you could do better, and why people work with you or interact with you and what they get from it. Because the more you understand that, the easier it is for you to sort of grow and thrive. And we go back to the scaffolding. You know, the whole point of business and personal scaffolding is to help you grow and thrive. This is just one of the tools to help you do that.

Susan Heaton-Wright [00:20:09]:

I love it. I love it. We could speak all day. So what we've talked a little bit about how you communicate and, and the fact that if you have had feedback, if you understand your scaffolding and your own DNA, it makes it easier to communicate. What is the benefit of this? Long term or even short term?

Richard Liverman [00:20:37]:

Yeah, I think the benefit is twofold and sometimes it's often in the long term you really see it. And the benefit is you understand how to communicate who you are, what it is you stand for, what other people get from it. And I think that's really valuable because if you understand that, you're going to become more confident.

Susan Heaton-Wright [00:20:59]:

Yeah.

Richard Liverman [00:20:59]:

And I think what's, what's really interesting, the more time I spend in business, and I've been kicking around now for 23, 25 years, that so much of it is around confidence, you know, so much of it is around confidence. And if you can understand yourself, you're going to be in that confident position now. There'll be people listening to this going, I know myself, and I'm not doubting that. But when you really get into the detail of it, either as an individual or as a business, there is so much to unpick and really, really get deep into it. So that's the first person that benefits you. The other person that really benefits is your audience, whether that be other businesses, customers, whether it be other people you work with. Because the easier it is for you to get over what it is you stand for, why you do what you do, and all of those elements. It makes it easy for people to buy, communicate with you.

Richard Liverman [00:22:00]:

And I think that's really, really important. Sometimes it's. We assume that everybody knows what we do, really do. We do they. And I think that assumption can be a curse. So they're the two main benefits of this.



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Susan Heaton-Wright [00:22:15]:

It's really interesting you say that because for quite some time there were people that thought I was a voice coach, which I'm not, because of the fact that I used to be an opera singer. You wouldn't say to an actor, you're a voice coach just because. But. But now I've been introduced voice and impact and influence. And at first I thought, oh, voice. But now I understand that their understanding of voice is how you share information.

Richard Liverman [00:22:50]:

Yeah.

Susan Heaton-Wright [00:22:52]:

So I. That was an interesting insight for me and I think that that fits in with what you're saying.

Richard Liverman [00:23:00]:

It's really interesting when you were saying that, because about two and a half years ago, I rebranded and I'm really pleased with. Helped me really get over who I am. As part of that, I went and asked my customers, what do you get from me and why do you work with me? And some of the things that came out were, we're confident, we feel more confident. And I was thinking to myself, I'm not a confidence coach. That's not what I do. But that's what they got from working with me. So it kind of. It really, really made me think and challenge my own perception of myself, but also the benefit I bring to other people.

Richard Liverman [00:23:44]:

Yeah.

Susan Heaton-Wright [00:23:44]:

It's interesting having that information, isn't it?

Richard Liverman [00:23:48]:

Yeah.

Susan Heaton-Wright [00:23:49]:

And certainly when we worked together, I had some real insights.

Richard Liverman [00:23:55]:

But they're all from you. And I think that's. That. That's the whole thing. It. It's almost being able to ask those questions that help reveal those. Those blind spots or those things that, you know, I think sometimes we second guess our skills or we. Or sometimes people can doubt that.

Richard Liverman [00:24:13]:

Oh, well, everybody can do what I do.



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Susan Heaton-Wright [00:24:16]:  
Yeah.

Richard Liverman [00:24:16]:  
They can't. No, they can't.

Susan Heaton-Wright [00:24:20]:  
And particularly if you are in a crowded market where you are networking within that market rather than being strategic about where you network.

Richard Liverman [00:24:30]:  
100%. 100%. And I think there's also that bit where sometimes we can get bent out of shape by other people. I mean, for those listening, hands up. Who's been bent out of shape by somebody going, I do. And it's there. And you're like, well, yeah, all of us. And there's that little moment where you're like, but my customers really like me, and I get paid to do what I'm good at.

Richard Liverman [00:25:00]:  
And, like. And we lose sight of all of these good things and we get bent out of shape by. By. By other people. And I think sometimes we do have to stay focused on what we do. And that's why having that data and that small data and that information, so helpful.

Susan Heaton-Wright [00:25:17]:  
Brilliant. Now, you Always also talk about don't be boring. There is no way that you are in any way boring. Don't be boring. For those people listening, Richard is holding up a card with don't be boring.

Richard Liverman [00:25:36]:  
I should probably explain that started about, it started during the pandemic. There was a, there was an app called Clubhouse and there was an order, an audio app. And I, I remembered listening into some marketing rooms and there were a lot of people who, there was a lot of egos, not a big egos. Like, you know, I know this, I do this. And I was like, I was like, oh, don't be boring. And I kept saying it over and over again. And when I was going through my rebranding I realized that it's more than just a, a phrase that I use way too much, but it's also a challenge of the call to arms. So there's a bit where, well, that's the way we've always done it.

Richard Liverman [00:26:25]:  
And I, I remember I had this job when I was at, at university where I worked in a garden center as, as this is years and years ago. And well, that's the way we've always done it. And I'm like, yeah, but it's crap, it doesn't work. And don't get me wrong, if that's the way we've always done it and you're a Michelin starred restaurant and your recipes are immense or you know, you go and watch an incredible performance and you know, I kind of get that that's



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the way we've always done it. It kind of works. But when it's mediocre or crap, I like to use don't be boring to challenge people. Like not just, and I know you could argue that people, certain people's social media, but I actually use it for challenging process. I challenge people on their products and their propositions and it's almost like a call to arms.

Richard Liverman [00:27:18]:

Come on, don't be boring. And what's really interesting is it's beginning to evolve into don't be boring, be amazing. Because I think there's this little bit when I work with people. The bit I really enjoy is when you have those light bulb moments and you see the amazing go off in people because there's all this talent and sometimes it's just a case of challenging people. Come on, be amazing, don't be boring.

Susan Heaton-Wright [00:27:45]:

I love that. And how do you win?

Richard Liverman [00:27:49]:

Customers talking.

Susan Heaton-Wright [00:27:54]:

Well, we know that listeners, you would agree with me, wouldn't you?

Richard Liverman [00:28:00]:

Do you know, I, I'm very, very privileged that a lot of it is through word of mouth, which is amazing, although very difficult to track sometimes. The other thing is, people, I've worked very, very hard this year to build up my social media presence and to really put myself out there. And the more I put myself out there, the more opportunities I've created. I've gone in for an award this year. I've been nominated as one of the Small Business 100 this year, so one of the nation's favorite hundred businesses, which is amazing. I put myself back on a small course at university on a. On a Monday night. And I've done all of these things to build up what I like to call build up my credibility and to get myself out there.

Richard Liverman [00:28:52]:

And I think there is that little bit where sometimes, again, we're a bit British about this. We're like, you know, people will just find us because we're good. Yeah, that, that certainly happened to me. But there's also that little bit where, you know, I do need new clients for next year. I do need to find those new opportunities. And there is that bit where you have to put yourself out there. So I've, you know, I've been talking at conferences, I have been doing podcasts. I've been putting myself out there.

Richard Liverman [00:29:23]:

And it's. It's almost an invitation to everybody listening, you know, come on, put yourself out there. Yeah, you know, put yourself out there. Because whilst it's lovely to get those recommendations, I love them. And I'm really humbled by everyone because I always think to myself, you have to work even harder on this one because somebody's put their name



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against it. There's also that little bit where how can I make it easy for people to discover me so I can build up that know like, and trust. And when they're ready to buy, here I am.

Susan Heaton-Wright [00:29:55]:

That is a superb tip. Which brings me on to your three top tips. Because I know that you're a busy man and we've been chatting away, but it's been just gold dust, everything you've said. What are your three top tips to share with with the audience that they can go away with?

Richard Liverman [00:30:16]:

Well, number one, don't be boring. But it's like a really nice. But it's a really nice thing. Like when you're posting, when you're going into a meeting, when you're doing a presentation, just challenge yourself. Don't be boring. Like, would I want to stop and listen to this? So, number one, don't be boring. Number two, put yourself out there and, and I've got a friend In America. Sean Walcheff, and he's got a, he runs a barbecue restaurant in California.

Richard Liverman [00:30:49]:

Long story, but good fun. And he says that nobody's coming to tell your story. And I, I really like that. So I try and flip that from nobody's coming to tell your story to put yourself out there. Because I think if you don't, who will? And let's be honest, we go back to the style and substance things. All of those dodgy kind of carpet brushes we've all bought off Instagram, they're all styled, no substance, but they put themselves out there. So there's that little bit where put yourself out there, that's tip number two. And I, and I think the third one is get curious.

Richard Liverman [00:31:31]:

And I think there's so many times where people just sort of sit back and don't put themselves out there or, you know, they'll see a post on social media and not respond to it yet. It's actually quite interesting and you could add value to it or there's an opportunity there, might go for it, might not. I think there's that little bit we get curious and get involved and I think all of a sudden the world becomes more interesting when, when you do those things. And I think about some of the adventures I've had this year is absolutely through being curious. So how can I continue that next year? How can I have that? You know, who am I speaking to? Why are they talking to me? And you start asking all of these questions and the world becomes more interesting when you do.

Susan Heaton-Wright [00:32:19]:

Oh, what a great way to end. Before you, you we finish. How can people get in contact with you?

Richard Liverman [00:32:28]:

Oh, please do. I love visitors. In the chat on link on LinkedIn, you can find me as Richard Liverman. My business is Richer Solutions on Instagram, it is Richer Solutions Global. Please look me up, give me a follow, talk to me and feel free to come and Visit the website



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richesolutions.com just get in touch, say hello and if you think I can help you, let's have a chat, see where it goes.

Susan Heaton-Wright [00:32:58]:

Oh, brilliant. And I will put all of these on the notes for the podcast. Richard, it has been a privilege to have you on this, on, on this podcast and listeners. I hope you've enjoyed this. I hope you've been inspired. So until next time, this is Susan Heaton Wright from Superstar Communicator Podcast. Thank you for listening.

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