Laylee: Here's the truth. Having a hundred thousand followers won't guarantee you a stage and having only 200 followers won't keep you off of one. Welcome back to the Leili MA podcast. Today's episode is a special snack size conversation pulled from my full interview with Christina Bartold of High Vibe Women.

You can find the full unfiltered interview inside the sought after speaker system course. Now Christina has reviewed more than her fair share of speaker applications, and in this conversation she is sharing why audience size isn't the golden ticket to landing stages, at least not anymore. And why relying on follower count to sell a ticket is actually a mistake that event hosts may be making.

So if you've ever thought to yourself, I need more followers before I can get booked, this episode is for you.

Laylee: qualities of necessarily like social presence or audience size, do those things matter to you in your selection?

Kristina: Um, yes and no. Like, yes in the fact that usually like there is a correlation with people's audience sizes and like, you know, that maybe how long they've been around or like, you know, like their ability to make content. It kind of depends on what it is that they're talking about. I, we've had people on stage who've.

I have 200 followers. Like, it's not a, that's not a, a direct correlation for us. Um, what I would say in terms of, of audience size is something for people to consider. In my experience of having, you know, people, I've had people on the stage who have 200,000 followers. Like, you know, you cannot depend on speakers to sell your tickets.

So if you're running events, like you can't depend on speakers to sell your tickets. and often in my experience, it's actually the one with the smallest audiences who hustle the tickets the fastest and farthest. And so what I would say is like, does it matter to me? Not really. Does it add clout to your event?

I, I do think so sometimes, but, I have never used that to rely on, on building the event.

Laylee: Yeah. Yeah, that makes sense. Yes. And I, we talked about this in a couple other interviews that we've had about how it's so interesting because speakers used to really leverage their audiences as a way to say, you know, I'll help you sell tickets. And it was like a big selling point, but it's just not, that's not happening anymore.

And so I think it's really important for our speakers to understand that like. Yes, it's great to have visibility and you should be growing your audience, but not, not as a way to get on. I don't think it will necessarily like equate into getting more stages as like a selling point.

Kristina: Totally. Totally. And I think that's a, um, a piece that people miss is that they think, oh, I'm gonna get this person who has a hundred thousand followers, so they're gonna sell to their audience and it's gonna be a million people on there. That's not always the case.

Laylee: I love Christina's perspective here. It is such an important reminder that it's not your audience size that gets you on stages. It's the value that you bring to the audience in the room. If you wanna hear more conversations like this one, the full interviews with Christina and other event hosts live inside my sought after speaker system.

Inside you're gonna learn how to craft irresistible pitches. Build genuine relationships with organizers and create the signature talk topics that make you the obvious and first choice. You can find all the details in our show notes or go directly to lei imma.com. I'll see you on the next episode of the Lei Imma podcast.