

Attracting An Audience

An Anecdote From Brian Rainie

I was contacted by a friend and asked to assist them in an upcoming health fair. They wanted me to come present my ideas on manifesting. I was more than happy to help out.

The fair was busy, with lots of vendors promoting a wide range of products. The lecture area was booked all day, with me taking the 2:00pm slot. I sat in on many of the presentations, and they were pretty much what you'd expect. They drew in some business, but not much.

My presentation was different. I wasn't there to market anything, or promote a business. This was about reaching out to people, coming from absolute clarity, and giving them useful/practical tools they could use immediately. My only goal that day was to better community around me. When I was finished, and moved off stage, I was immediately surrounded by a very large group of people who wanted to learn more. An hour later, when I had run out of business cards, I was then approached by the other vendors who said: "How did you do that? After my presentation, no one came to talk to me. Oh, and by the way, the 3:00pm presenter is a bit upset with you."