

Introduction: Welcome to the Enchanting Lawyer Podcast. The show that walks you step by step to improving strategies you can use today to grow your business. We show you how being kind, useful and, of course, enchanting will bring you more clients and build a thriving community. Now here's your host from sunny San Diego, Jacob Sapochnick.

Jacob: Hello everybody, welcome to The Enchanting Lawyer Podcast. This is Jacob Sapochnick, your host. As you know this is a show where we interview the most inspiring entrepreneurs, business people, and just cool people from all over the world that share their ideas and innovation with us and help us be better at what we do.

Today, we continue our tour on the world. Last week we had an amazing entrepreneur from France. Today, we go to Israel. We have a very exciting, upbeat, and a very gifted person. Her name is Idit Neuderfer.

Idit is an actress. She won in 2014 GLOBE Magazine's "One of the four people to fulfill your dreams" award. She's selected by SBC as mentor of the year. She has a very innovative approach to what she does as far as presenting and talking to people as far as learning about ideas and how to give a killer presentation. I wanted to welcome Idit to the show. Welcome, Idit.

Idit: Thank you so much, Jacob. I'm happy to be here.

Jacob: I'm very excited that you are here. People that are not [audio cuts] popular TV shows in Israel. I'm just excited to have you here. You can tell us more about you. You are now in Israel at this moment, correct?

Idit: Yes, it's correct. It's night now when you are having your lunch.

Jacob: Exactly, perfect.

Idit, I gave a little intro about you. Obviously you're coming from the world of theater, of performance. You're doing a very innovative thing by combining this and trying to cross over to the business world and there's so many things we can learn from this. Before we dive [audio cuts] a bit about your background and how you got to where you are now.

Idit: I'll start with the way I always start in almost every lecture I do which is to tell my story in 30 seconds. Even now, we already kind of started the learning, the studying. How we can actually do this 30 seconds as a teaser.

Let's say five years ago I was supposed to be one of the happiest person in the world. That is because I was a full-time [audio cuts] television. I was on shows, and stages, big stages night after night but I was not happy. There was

something inside me that kept on saying, “You can do more than this. You can do more.”

Everybody used to tell me, “Cool down, redhead” they said, “Because you are a redhead ...” I have red hair and also my character is like that – so I cannot sit down quietly and I’m always looking for the next thing. Well, it’s true, in a way, but this thing just didn’t let go. It pushed me forward to go and investigate more and more worlds and marketing, and a lot of the secrets of awareness, body language.

I got into this arena from a feeling that there’s something that I can do with it which is different. At the certain stage, I took all those tools together and I combined them with the world that I’m coming from which is the world as you said of theater and acting. And then I created this technique which I call it The Red Head Technique.

Usually I [audio cuts] like half a minute and now it was, of course, a little bit more. Then I stop and I ask the people that are in the audience like, “What did I do?” People say, “You introduced yourself.” Of course, then I start asking them questions about, “Was I really? If I would ask you to introduce yourself now, what would you say?” Probably your first, last name, your status, maybe your age – if you’re not a woman – where you come from, and all those things that we can get if we read about you on Google or if you give us your ID in a way. [audio cuts] hot enough. That’s not interesting. That doesn’t create the teaser for an ongoing conversation, an ongoing presentation.

That’s how I give my background.

Jacob: Basically what you’ve done, you’ve given some sort of personal tip, some sort of personal snippet into your life, and that creates an interest for people to find out more. “Well, she had this issue. What did she do to make her life better?”

Idit: Yeah. Also, I create – Usually when I ask people what do I do, so many people [audio cuts] so why did I tell a story? Then they say, “Because it’s something that we can identify with.” I say, “Of course. Very good. If we can identify with something or if we create some kind of a feeling because if I feel ... maybe someone in the crowd, most of the people at a certain point of their age, they felt the same. They were in a certain place in their life and they wanted a change. Maybe they did and maybe they didn’t.

But this thing that I’m talking about, you can recognize it in your own life. Then if you create this, which is a very strong feeling, the audience connect with you and they want to hear more because they can recognize themselves. There’s nothing more than we like in the world to see ourselves in different variations because we’re creatures of ego. We love ourselves so much. We want to see

ourselves in every kind of way. We like movies and television actually from the same reason, because we identify with some characters and we want to see how they create different situations in their life; maybe things that we didn't have the courage to do.

This inspires [audio cuts] something else and this makes us want to listen more, want to see the next chapter if it's a television series, or we want to see the end of the movie, and we want to listen to the next stage of the presentation. That's our purpose.

Jacob: Exactly. You know what I like about this, and another thing that you do that already is, you have the thing called the Cocktail, which is a mix of theater, comedy, and marketing. Why don't you share with us exactly what it is and how can business people and professionals benefit from this?

Idit: Well, [audio cuts] again to create something, to create some kind of feeling. As I say a cocktail, immediately it takes us to a story, it takes us to a picture, to a sense. Because we all know that cocktails belong to a cocktail party, or to when we go to the bar. Then it immediately takes us some place.

As you can already understand, everything I use – if it's the words that I'm using and when I describe what I do – then always it's something that I want to create and influence the other person [audio cuts] which are abstract or write them as a slogan. I always want to shake or create some kind of an impact on the person on the other side. If it's the other side of the computer, if it's the other side of the room, which is my audience, if it's the person next to me in one-on-one session with a potential client, if it's my team, if it's an investor.

Each and every one of the people that I just described, they want to be touched. We all want to be touched. I call this thing a cocktail because [audio cuts] to shake a cocktail a little bit. This is what I do in my presentation lectures and workshops, I shake the people; physically as you saw on one of the videos but also mentally.

It's very important to shake some things up because we are – Again, I say all the time, we are creatures, again, of habits. We are used to do things in a certain way. This is how maybe we were taught, maybe we trained our self, maybe it worked until now so we don't want to change anything. But sometimes [audio cuts] the next step and to move on, you really need to shake some stuff. You need to shake yourself.

So my cocktail, first of all, actually shakes you. Because I give the combination between the world of theater which is a world of very, very – people are very open, people are very flexible, very creative. They are very – people that touch each other. They don't have any problem to express their emotions. They are

usually also very loud and always [audio cuts] in the front of the stage. I put this at the same – let's say with the cocktail symbol – glass with the business personas and the business methods which are exactly, supposedly, the opposite.

It's a world that comes from manners; it's a world that comes with suit and tie. Most of these people, when they do business, touching is not a part of it. It's a lot of about saying the right thing at the right time and creating a persona which [audio cuts] is some kind of a more introvert.

Usually a lot of business people, they can like talking in front of the crowd but a lot of them prefer to be on the other side and let other people talk. They want to be behind the scenes.

When I combine those two together and I shake it up, this is the cocktail. Because when you give a little bit of this – the craziness, and the flexibility, and the shaking up to the business world – and you bring the business which is the side of the manners and the suit and tie, and the being [audio cuts] together, then something new can come out. You can still stay a business person, but bring something that I call it to be a red head actually, something else. Something that people will remember.

Jacob: Notice for every time they see you, it's going to stay in their head as oppose to just forget about you.

Idit: I think one of the most important things for a person that comes on stage, if it's in a conference or, again, as an entrepreneur to his investor, or if it's a CEO in front of his [audio cuts] people to remember you and something that you made that was different than the person before you.

Because you know, Jacob, you and I know and probably all the people that listen to us right now, that there are so many people today that are doing presentations on daily basis in order to get the other client, in order to come to an investor and to get money for the project, or whatever it is. There was so many before you and there will be so many after you.

What [audio cuts] touch with in those 30 seconds, one minute, five minutes, ten minutes, or half an hour remember you and will want to work with you and want to see you one more time and not the other person that came before you or after you.

Jacob: Right. You don't have that much time to make that connection so you have to be fast, accurate, and to the point. I love that.

Idit: What's funny, the usual if I can add, that it's very, very funny that a lot of people say there is time, you can talk, and you can create the [audio cuts] and I had a

very interesting talk a week ago when I was in New York with one of the biggest – I cannot say the name – but he's one of the biggest persons, Israeli people, that made a very, very, very big exit with one of his projects. Now, he's a huge investor.

He told me that the thing that happens when someone comes into the room to a meeting with him, from the moment he gets inside, from the door, until he comes to sit in front of [audio cuts] when he like him or not. Then, we have the 30 seconds, the first 30 seconds, that can maybe, maybe influence a little bit but they cannot change the way a person thinks of you the moment you got into the room.

From that moment on, actually what we do – and think of yourself for a moment also. What actually what we do with new people that we meet, all the time we're confirming to ourselves that what we thought in the beginning is right.

Jacob: Correct. It's interesting what you said. What happens during that few seconds when the person [audio cuts] the way they dress, the way they walk? What is it about that he mentioned to you? Very interesting.

Idit: Exactly. It's so important and so interesting to really investigate this, this moment of non-verbal communication.

Many years ago – I'm not going to say how much because I don't want you to know my age yet – but it was when I was 22 or something. I got a scholarship to learn and to study in a place called SNDO in Amsterdam. [audio cuts] in the snow which was a very amazing experience for me. While I was studying there, I studied a lot about body language, and of contact improvisation, and about non-verbal communication. The most interesting, really amazing structures that I got out of it was the fact that we can communicate so much more without words.

Many times, I put the slide in my lectures and my work [audio cuts] and I say, "So many times we think that if we say beautiful words or interesting words then people would hear that and not just listen to it." The thing is that it's not true. People can listen until a certain point but what is really remembered at the end of a conversation is not all the blah, blah, blah, but it's the experience you give people. It's what the other layer that stands there which creates emotions, which creates contact, [audio cuts] that you tend to see. You can create that the minute you get into the room and I'll give a huge tool here.

Most of it will be if you know how to take the right breath before you get into the room. Before when we talked, they told you many times I work with big CEOs when we take the one-on-one sessions, they don't want anybody to know that they're working on their presentation skills, on their – all those stuff that they're supposed to be very good at.

What we actually work on is communication skills with [audio cuts] that gets to meet the other person. As you go more and more into yourself and you use different meditations, and you use different exercises of breathing, you connect with your body and you are totally aware of what you are now showing. What is important is the connection that you create with yourself and then with the person in front of you.

Jacob: Wow, this is amazing.

If you try to describe it to people who listen right now, [audio cuts] because I think that's a great exercise to do. I'm going to actually do it when we're done. What would it be like to do that first breath before you enter the room or start your presentation?

Idit: It includes some exercises that are physical exercises that usually I practice with people in the workshops and I really ask them to do it. One of the exercises is called The Laundry Machine. By the way, as the names of my exercises are more and more funny, it works better. As the name that I use and describes that I give to [audio cuts]. As I describe them in a childish way with humor, it works the best. This is what people remember.

Much more than if I describe it in like one, two, three, and in a very kind of square description. Then it doesn't stay. It only goes to your brain. We want to go to people's – When people were children, they had the best time of their life. When we touch these feelings again, then they remember because their body remembers and their [audio cuts] remember. Not the brain. This is where we want to work.

One of the exercises which is wonderful for breathing and also for how your body can be more and more relaxed is this laundry machine exercises which is totally fun, and so, so relaxing and so – It really takes all the garbage out. As we started the conversation and I talked about the cocktail and I said we should shake our self up, this is what it does. If I give you this example for a moment and all the [audio cuts] you can actually do it right now.

Imagine for a minute this laundry machines that we used to have let's say in the '80s or even a little bit before. It's not the high end, real cool, ship shap laundry machine we have today. They were kind of like okay machines. And then at the end before the laundry was ready, we had this kind of like "dug-dug-dug-dug," you remember that?

Jacob: Yeah, of course.

Idit: It's funny because in Hollywood movies, many times [audio cuts] to do some kind of sexy scenes. We're not talking about that but the minute I talk about

that, it's an association it also comes up which is also good. We'll talk about that in a moment. Because it's also something that makes you feel good and it's something very physical.

We take this moment of the laundry machine doing the "dug-dug-dug-dug" and then we actually try to imagine that we put our self – now, don't do it for real. Just do it in imagination. Put our self in the laundry machine. Then, you actually, you turn on the laundry machine [audio cuts] until ten. Between one to ten, it goes and becomes more, and more, and more, and more. All your body gets into this shaking up mood that you really feel that you're taking all the garbage out.

Really, you're shaking the stress, you're shaking the negative thoughts, you're shaking the fear which we have so much before important meetings and presentations, of course. We do that and it gets also with the voice because you shake the body and you "dug-dug-dug-dug" [audio cuts] if you counted yourself until ten, you stop. With your eyes closed, you just allow the breathing to come in and out in a very natural way. Then, you can feel all your body's full with this kind of like small electricity, like a little bit of tickling. All your body's full of that.

If you allow yourself – and this doesn't need to take more than half a minute. If you're really going all crazy, then you can take a minute. One minute of doing all this and you allow yourself to breathe into this feeling of your body full of [audio cuts] excitement then you can see and feel how from fear – you turn the fear into excitement. When you're excited –

Being excited is a great thing. We all want to be excited in life. When we were children we were excited about everything. As we grow old people tell us, "What are you excited about?" or "It's nothing to be excited for." Why not? I say be excited all the time.

Being excited and being scared can go on the same feeling physically and emotionally [audio cuts] need to do is actually take yourself to the place that you feel excited instead of feeling afraid. Then, you get into the room with this excitement and the breath, and of course with a smile even if it doesn't go on the face but it's inside now because you feel so good, and you shake everything out.

The minute you open the door, your energy get in before you. You don't need to do anything special about it, you just come with this energy which immediately create connection with the other side because everyone [audio cuts]. That's it.

Jacob: This is perfect. I think this is something that we don't really think about it unless somebody tells us. Once you tell us it's like, "Oh my God! Why didn't I think about it before? It's obvious." It's a great tool to use.

Idit, there's a thing that you develop, it's called the BEVS. Is it a method or it's something that you [unclear 00:22:18]? I'm curious to know what it is. Maybe you can tell us real quick and how it applies to what you just told us.

Idit: Sure, I would love to.

As we talked about the Red Head Technique, [audio cuts] always say that it's based on three pillars. The first one is the WH Pro. We're not going to get into that but very gentle I'm going to say it's all about asking the right questions; first of all yourself, and then about the other side. This is all preparation. I'm not talking now about the meaning itself.

Then the second pillar is the BEVS which is a codename for the most – four elements that are the most important in every presentation we do. The third one is the spices which is, again, you know [audio cuts] and you need it for any cocktail.

If we talk about the BEVS, first of all, again, it's a codename. As we talked before – because we don't want to turn our presentation where I talk into blah, blah, blah, using codenames is a very great – It's a great tool because people remember codenames and they don't remember long sentences. They don't remember slides with a lot of words on them, but they do remember visuals, pictures, and videos. And they do remember the codenames.

This codename is something that goes for B is our body, which is the basic, best – and it's all with B – element that is so important for us to all the time sharpen and be more and more and more aware how do we use our body. What is the meaning of using our body in a way that connects to the other person's body, also? I don't mean by touching him but [audio cuts]. Not only in yourself and how do I talk, how do I look, what do I now show or not show. What is the other person's body also shows to you. And how can you go on that wave between both of your bodies? This creates so much intimacy between people.

It's a secret because many people, again, we're not aware of that. We work on our body language and we think, "Oh, this is important and Idit says it's the first thing. I'm going to work on [audio cuts] put the hand here, and how I do this with my hands." This is – I'm sorry but it's not the thing. The thing is about being aware of what you create with your body that actually can take the other side and you're both on the same wave, on the same chapter. You are at the same – even feeling you're on the same body.

This is why many times on my workshops – like a workshop that I just did in Cornell Tech in New York, I was working with people that are very, very technical, very technical [audio cuts] to do exercises that I call it a mirror exercise. It's an exercise that comes from the world of theater. It's actually

mirroring each other's body. This thing opened their mind. They were very cynical about it. It was very hard for them to get in.

At the end, they all thanked me about it because they said they were trying something that they never did before, they were actually feeling emotions that they don't even remember they can feel, and they felt it was the first time they actually really, really related [audio cuts] small group that knows each other for a long time. But they were never in this intimacy, in this situation.

This is about the body. It's not just as a symbol. It's really something that you can and you should practice.

The second one, the E, goes for your eyes. Creating eye contact, again, is something that in our age today – the new age and the people that are – we're all the time on our smartphone, or on our tablets, or in the computer. People, they don't even look in the eyes anymore. [audio cuts] together. The children are in the iPad, the parents – each of them sitting with their iPhone, and then in a family dinner. This is not a family dinner.

Again, this is, okay, this is your personal life. Do whatever you want. I don't talk about that so much. I talk more about business relationships. You can't do the same. When you come to a business meeting and you are not used, it's not a habit for you to look at someone's eyes, then you will not do it. When you will do it, you will feel a little bit embarrassed, and you will feel uncomfortable, and you will not know [audio cuts] actually connecting. This is also something that you practice. I give very cool and, again, childish exercises for that, that opens the heart to people.

The other day, I did this workshop for a company called Harmony. It was this English woman there, a woman from England. We did this exercises of just looking at each other's eyes. It's unbelievable to see how much it opens you. It was – [audio cuts] she was okay with the exercise. She did it and everything. I couldn't see that she was totally like something changes.

At the end of that exercise, I asked each of them, "What did you feel? What is one word that you can describe that you got from the exercises of looking at each other's eyes?" She started crying. She said, "Yeah, it was amazing." She said that she –

She's a very, very active person. She's a red head. Her hair is not red, but in her character. She's very active. She talks a lot. She's very verbal. She [audio cuts] business meetings and she knows that, and she can't stop. She doesn't breathe and she said all those things about herself. She said, "Thank you so much because at that moment, I finally took a deep breath." I wasn't even talking about breath.

When she went up on stage in front of the other group and did her 30 seconds as I asked her to do after the exercise, it was totally different. We could really listen to her. We could really connect with what she was – the way she was which like a few minutes before we couldn't.

[audio cuts] looking at each other's eyes. That's the second thing. That's the second most important element.

Jacob: I think it's so powerful, Idit, before you continue with the other two. A lot of our listeners are attorneys and professionals. When you meet somebody for the first time, if you don't look at them in the eyes, if you don't create that connection, it's very difficult to create that trust that you need to bond as a client and continue the relationship. I think this is – I love that tip.

Idit: Yeah. Yeah. It's so important.

People say, "That's not a problem for me to look at each other's eyes." and then if they don't practice, then it is. [audio cuts] I'm aware of that. The thing is to practice everything before we get to the meeting.

The versus, the VS, the second two elements. The V is the voice. Voice is something, again – we have our voice. We are used to it. People sometimes recognize us for our voice. I have a low voice and a lot of people say, "You have a different voice. We recognize you by your voice." We are attached to our voice in a way. At a certain point, we're not even aware to the fact that we talk monotone. [audio cuts] We should practice. And, again, I push my clients to practice – how you can change your voice. Also, on the side of the tone but also different rhythms.

Another tool that I'm going to give now is for many people – I give this exercise – to actually take a children's book and read it to a child. If you have children, great. Take them and read them the book. If you don't have children, take your nephew, or your niece, or your cousin. If you don't have any child [audio cuts] just find someone to read the book to.

The thing is if you want to make the child go to sleep, read it in a very monotonous way. He will fall asleep. If this is your purpose, go for it. But if you want to make your child – this child that you read the book to. If you want to make him say, "Yes, yes, read me more. Read me more!" Then you want to really practice. You got to do it very naturally with your voice because you're going to play the grandma character, and you're going to play the wolf. All those voices are going to come out because you want to [audio cuts].

After you do that, the minute you stop reading the book and the child is doing whatever he wanted to do after, you go and you start working on your

presentation. Then you really practice the changes that you can do with your voice. We are not aware how many layers we can use in our selves. Only when we start opening another one, and another one suddenly we see, “Hey, I’m not just – it’s not just one. Idit is not just one voice. Jacob is not just one [audio cuts], but we don't use them a lot.”

Jacob: This is a great tip actually. I never thought about that. I’m going to try it. Absolutely.

Idit: Okay, wonderful.

The forth one which is – Actually, this is one of my secrets here. It also starts with S. But I always use this element in order to really capture my audience, even if it’s on one-on-one meetings. Body, eyes, voice, when I ask the people what did the B stands for? They always get to the body at a certain point. It’s not so [audio cuts]. They get to the body, they get to the eyes, they get to the voice.

But to the S, it’s very hard for 95% - even a little bit more than that, almost 99%, people don’t get to the S,. They say, “Oh, it’s a secret. Oh, it’s smile. Oh, it’s being sexy. Oh, it’s spiritual.” I say, “Yes, yes, yes, but no it’s not the right one. It’s not the right. Yes, it can lead you to that but it’s not that.”

At the end sometimes I run between my audience and I get crazy, and I tell them “Come on. This is what I’m doing now. This is S. This is S.” And then boom! [audio cuts] they said yes. Thank you for learning around here like crazy. Thank god I’m doing jogging and I’m in a very good sporty shape but ... It’s funny. I take this S actually to encourage them. Also to shake them up a little bit and shake myself. They say space and I say great. What is space? How important space is for a good presentation?

Of course when we stand on stage and we are in front of a big audience, we have to use the space right. So many people – and this I can [audio cuts] getting into stress. I see people standing and not moving. I mean standing behind this – how do you call that in English? We call it in Hebrew [speaking in Hebrew 00:33:59]. How do you call that in English?

Jacob: The podium.

Idit: Yeah. So you know in Hebrew, it can also go to if you say [speaking in Hebrew 00:34:06] then it can go [speaking in Hebrew 00:34:07] which is —

Jacob: Accused. The accused, the space.

Idit: Like in the court room.

Jacob: The witness stand.

Idit: Yeah, the witness stand. I see the people standing – what?

Jacob: I love the analogy.

Idit: Yeah, you know, I [audio cuts] I feel like someone is judging them. They feel the same. Their body language shows the same. Now the most important thing is that the audience feels the same.

We don't want to feel like we're judging anybody. It's not a nice feeling for us as audience. And, of course, it's not a great feeling for the presenter. When I say space and to use the space right, I don't mean dancing all around the stage all the time. Sometimes you should just stand quietly, feel your feet on the ground, and be so strong without moving. [audio cuts] that's unless it's a statement, that's a little bit too much for your audience. You do want to move. You want to use the space at the right moment in the way that it creates the right impact.

A space, again, this is – It could be easy. Of course, it's not. Everyone that comes on stage on my workshop says, "Oh, space is not a problem for me." And then either they don't move or they start dancing like crazy from one side to the other. So, you know, yeah, it's not a problem. Okay.

Then we ask – I ask them "What about space when you come on one-on-one [audio cuts] in front of an investor." They say, "Yeah, what about space there? Because mostly it's about sitting. You sit in front of the person. You don't move." I say, "Exactly. This is an amazing moment to create an intimate space."

In order to get to really understand what I'm talking about, first of all we have to practice the first three of the BEVS. We have to practice the body thing between us and the body language of our partner. We have to practice the eyes, and we have to practice our voice. More and more aware of that; more and more professional and those three.

Jumping into a space is something that becomes easier. Why? Because you know when you sit in front of a person and you have the sensation that he has his own territory and you have your own territory. You know what I'm talking about?

Jacob: Yup.

Idit: This is very natural. We all come with our own personal space. We come with everything we have [audio cuts]. Sometimes we carry with us some kind of like a defense wall. We cannot see it but we can feel it.

When I'm talking about creating the space that creates partnership and intimate space, I'm not talking about you know many times they say about Israelis that we don't have this personal space. We immediately touch each other, we are very outgoing. Even in business meetings with Israelis, the

personal [unclear 00:37:20] this up, we really – we meet again to connect with our breathing.

Now, this is another exercise again that I do. In this you really - All those exercises by the way, except from the laundry machine, you do need to do them with partners. You have to do them with partners. When you sit in front of a partner and you start breathing deeply, and you start breathing deeply with your partner, at the certain point you are both breathing together.

When you get to this [audio cuts] with your partner breathing together, the space becomes one immediately. This creates, wow, this is amazing. This is something that people sometimes don't even feel in their own intimate relationship between them and their wife or them and their husband. And then a lot of them tell me, "Wow, I'm going to practice it with my husband ..." or with my wife "because it's so amazing."

The second question that you're supposed to ask me now or the audience may ask is, "Okay, great, but you can't do that with the investor." [audio cuts] "Exactly, you can't do that. Great." This is exactly what I'm talking about. If you practice before in the moment of truth when you're out there in the meeting, if you got inside in the right energy to the room, you use your body, you use your eyes, you use your voice, and you're sitting in front of this person, and you started to connect with your breathing and you're trying to find his breathing also while he's talking, while you're talking. Slowly, slowly something changes in the space. [audio cuts]

This is huge because the other person, he doesn't know what you're doing, he's not aware of that, but he feels more comfortable with you. He can share his secrets with you. This happens without him being even aware to the fact that you kind of like, again, caught this wave of his breath and you're breathing in the same rhythm. This is amazing. Really, you should try that.

Jacob: And you came prepared. This is a great tip actually [audio cuts] and no matter what happens, you're going to own this meeting because you came prepared using these techniques. Wow, I love that!

Idit, we can talk forever. I think you have so much information that you can share and I think even in this short podcast, we have a lot of good information that people can already use and make their presentation and communication with others even more powerful.

As we come to the end of the show, can you verbally share with our audience where they can find you online? A website or the best place that they can learn more about what you do?

Idit: Yeah, of course.

First of all there's my website which [audio cuts] idit. The first letter of my last name which is N. It's iditn. For now it's iditn.co.il. It's very easy. We're now translating it to English. It will be easier for you to read because most of you probably don't read Hebrew yet. And then you have my Facebook page which is, again, it's my name Idit Neuderfer. You have me on LinkedIn exactly the same name, Idit Neuderfer. You can find [audio cuts].

I was just now coming from New York from a tour of shops and lectures and we were just discussing about the next tour which would probably be to your plan there.

Jacob: To the West Coast.

Idit: Yeah.

Jacob: All the links you just mentioned, I'll make sure that they are in our show notes. So whenever the show is released next week we'll be able to ... people don't have to write down, it's going to be in the show notes. Those who don't speak Hebrew should learn.

Idit: Yeah, why not. Go for it.

Jacob: Your English is beautiful. Like I said, I can stay here for hours and listen to your [audio cuts] more comfortable just talking to ... I'm entering into a meeting in about 30 minutes and I will do the exercise before that meeting.

Idit: Wow, great! Please write to me back. You can do it by email or one of the social medias. Just write to me how was it. Which one did you use more and how well did you feel comfortable with.

Jacob: Perfect. [unclear 00:41:49] the audience. If you guys have any feedback, you can email me at jacob@enchantedlawyer.com. Leave comments at our blog, on our Facebook page. Thank you so much, Idit, for coming on the show. It was a true pleasure.

We'll see you at our next episode. If you have any other comments, we would love to hear from you. Thank you guys.

Closing: Thanks for listening. You can find even more resources, including the show notes for this episode, at enchantedlawyer.com. That's www.enchantedlawyer.com.