

Agency for Change Podcast: Steve Ramona, Podcast Host, Doing Business with a Servant's Heart

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Steve Ramona: 0:01

When you serve people, you serve at one level. What I do is go to the next level.

Announcer: 0:10

Welcome to Agency for Change, a podcast from KidGlov that brings you the stories of changemakers who are actively working to improve our communities. In every episode, we'll meet with people who are making a lasting impact in the places we call home.

Lyn Wineman: 0:34

Hey everyone, welcome back to another episode of the Agency for Change podcast. I am so glad to have you here. This is Lyn Wineman. I am the president and CEO of KidGlov and today I'm really excited to introduce you to a new friend of mine. Steve Ramona is a self-described seasoned super connector and he has this personality and outlook on life that is just infectious. I imagine everyone he crosses paths with, either in-person or virtually, becomes his new friend, like I have. Steve is the host of a very successful podcast called Doing Business with a Servant's Heart and he also has a TV show called Together We Serve. The podcast has an audience of over 40,000 listeners. The TV show reaches an impressive audience of 1.2 million people monthly. He obviously knows what he's doing and I can't wait for him to share with you his outlook on networking and selling and providing value. Steve, welcome to the podcast.

Steve Ramona: 1:46

Thank you for having me on. I am so excited. We probably should have a little bit of wine, but I don't drink, so I'll let you do that.

Lyn Wineman: 1:52

All right, all right, shoot. I am completely unprepared, but a little bit of wine on Lyn Wineman's podcast would be highly appropriate, wouldn't it? I? Steve. Well, even though I'm sad that I don't have a cocktail in my hand, I am happy to talk to you today and I'd love to have you start by just telling us more about your podcast, doing Business with a Servant's Heart, and what inspired you to start that.

Steve Ramona: 2:21

I'm excited. Thank you so much. What a great question. The inspiration came. I was part of a company that was selling digital business cards.

Lyn Wineman: 2:29

Okay.

Steve Ramona: 2:30

I'm always thinking the last 20 years, how can I do more, how can I serve more, bring more value? Or, as thinking real riches, a law of increase, uplift people, and I've been promoting my clients that I've, you know, working with. Signed up on LinkedIn. Every week I post something with their digital. But hey, do you know? You know, Shirley has this great program and I got introduced to the podcast through one of my clients in the digital business card company, which is how your network works and he said, hey, I've got this guy, it's got. He's number five in the world in podcasting. He's helped people launch their podcasts.

I'm like God, I've been thinking about for a few years. I just didn't have time or know how, so I jumped in October 4th, 2022. I'll never forget the date. And Josh Tap, who happens to be now my business partner, and that's a whole other story but he started telling me and I asked him one question said what do I start? I'm so excited he goes just start recording grab your phone, your iPad just start recording people, which is what I did.

So back to the inspiration was really highlighting great stories, great businesses. There are stories of doing business with a servant's heart, how you can still serve and be successful and make money and live a good life.

Lyn Wineman: 3:46

I love that those things all go together and you know, talk to me more about the mindset of why serving over selling is so important in today's business world.

Steve Ramona: 4:01

You can sell, but you can sell one way short term, or you can sell long term. The short term is hey, Lyn, I've got the best product in the world. It's going to make you a million dollars next year let's start your 2020 off and you sign up and do it going. Oh, I'm super excited. Yeah, that energy goes away. And eventually you realize Steve Ramona just pitched me on something that's probably not really true or I go, Lyn, I've heard some things about you. I've heard some value, that you're looking for some challenges. I'd love to talk to you more how I can help you with those challenges. Let's jump on another call.

Lyn Wineman: 4:37

Yeah.

Steve Ramona: 4:37

I learn more about you, I figure out, you know what's really going on. I think I have this product that really can help. We could do this, this and this. Maybe it's in multiple calls, but now it's that long-term

play, uh, building a relationship, knowing, loving and trusting me. I throw the love in. There is another word, but I like love because I want people to love me. People get that.

Lyn Wineman: 5:01

I think they do yeah.

Steve Ramona: 5:04

And what happens is you become a client, but now you really become a partner.

Lyn Wineman: 5:09

Yeah.

Steve Ramona: 5:10

Because what does that mean? Go ahead.

Lyn Wineman: 5:12

Well, Steve, don't you think like I? Feel like nobody wants to be sold to, and whether you're on zoom or you're in person, or you're at a networking event, if you feel like someone's going to sell you, your instant reaction is to turn away, but if you feel like someone's going to serve you, your instant reaction is to open up right. To open up and share and look forward to conversation.

Steve Ramona: 5:40

Right. One of my guests he's a top sales guy Mark Hunter said you're selling value.

Lyn Wineman: 5:46

Yeah, that's amazing.

Steve Ramona: 5:48

If there's a value, work for Lyn, yes or no. And if it doesn't work for Lyn, guess what I do and I teach people to do Serve her more.

Steve Ramona: 5:58

Yeah, it doesn't fit her. She's not ready right now. All those answers I want to say answers, responses, that's where I come, that you get. But here's the power of this I go, Lyn, I understand you're not ready financially, it's not a fit. Here's a couple of people I think can help you with some of the challenges you have. Here's a resource, I think, that can help you. After you've told me no, I'm not going to use your service or product right now, or maybe ever, I'm not going to use your service or product right now or maybe ever.

You expose them to more value, uplifting a law of increase. They're going to feel more comfortable because we're all uncomfortable. I'm less uncomfortable now, but you know people come in hey, I've got this program. No, not interested.

Lyn Wineman: 6:39

Yeah.

Steve Ramona: 6:40

But then you bring them more value. You're like I really respect you, I really care for you know what happens? I know they're going to think about you know, I was thinking about Steve and, yeah, I got to talk to him more about that again. I think I'm ready. Yeah, because you left that conversation by uplifting and bringing value. You didn't go Lyn. No, what do you mean? It's only \$1,000 and I can make you 10, that's pitching. We want to stop pitching. Even pitching when you introduce yourself. Let's jump into that really quick. When you jump in and you're in a networking group or meeting somebody, don't pitch them. Talk about what you're passionate about, what you love. I love my podcast, Doing Business with a Servant's Heart, because the incredible stories of incredible people coming on and motivating, inspiring and educating my office.

Lyn Wineman: 7:30

Well, Steve, I'm going to say you practice what you preach, because you invited me to be on your podcast and I said yes, and we recorded an episode that you launched and it's out there. And I will say, A. it was a truly enjoyable process and, B. you did live up to your word. You asked me what you could do for me and you connected me with some really great people who I have been meeting with, and you probably feel that energy or that love in the world, because each of these people that I talk about, we both start with that Steve Ramona. Isn't he a great guy? Yeah, he is a great guy, right, and that just perpetuates itself. So you are authentic in living that process and I've had a chance to experience it. So, thank you.

Steve Ramona: 8:23

You're very welcome and it's something I'm excited to say to this audience. Anybody can do this. I say this all the time. I want to be very you know I'm nothing special, but I'm super special because I take action. Yeah, I'm authentic, I'm genuine. So audience keep that in mind. You all can do this. If you want to reach out to me we'll talk later about that I could show you how. It's not hard, it's all in the head and taking action, which is part of your mindset.

Lyn Wineman: 8:49

Yeah, can you give us any more detail on your approach to building those meaningful partnerships and kind of keeping that inner circle of your base of networking?

Steve Ramona: 8:59

We're in the people asset investment business.

Lyn Wineman: 9:02

People, asset investment business. Tell me more.

Steve Ramona: 9:06

What the heck is that? What's an asset? It's something that's assisting your business. It's growing.

It's growing. Well, everybody listening that has a business or is an entrepreneur if you had zero people, would you make any money?

Absolutely Zero. I mean, maybe you need one or two, maybe you need 100, 200, maybe a thousand. That doesn't matter, but we need to treat people as an asset and that's part of the uplift and bringing them value. Lyn, I met you, I loved you. You're a great guest, you're an awesome person. If you weren't, I would still do that. Not that you would be a bad person. Yeah, Unless they're swearing at you and telling you. You know which? I've had? A couple of people get very pitchy on me, wow. Then, of course, it stops. Crazy stories.

Lyn Wineman: 9:53

There's some people that shouldn't be helped. Yeah.

Steve Ramona: 9:55

Exactly, I was just dealing with it. Today I got an email from a lady she you know doing marketing for my podcast and I finally said no. And she goes, Steve, in an email what you're missing out, you do this, this and this. I said I'm blocking you. I've told you three times now I would never purchase from you and that's the attitude you got to be careful of audience. Put yourself in the customer prospect, client's shoes. How do you like to be treated?

Lyn Wineman: 10:24

Absolutely with value, with respect, with warmth, with care, I think you know the other thing I think is that a lot of business leaders really value their time, and so giving 15, 20, 30, 45 minutes for a pitch feels really difficult, right. Giving 15, 20, 30, 45 minutes for a conversation that might help me or connect me, while you're also, you know, sharing and building network, that is a really different thing. So, Steve, how'd you get into this world in the first place, right? Like I'm imagining Steve Ramona, a third grader, on the playground saying I'm going to be the world's greatest servant leader, networker, podcaster. Is that how it happened?

Steve Ramona: 11:20

No, and it's interesting, you'd say that I was a big sports guy. My uncle played for the NFL New York Giants. Wow. My cousin played partly with the 49ers. I've been involved with sports my whole life. I wanted to be a professional football player or baseball player. That was my whole, up to about 15 or 16. And then God said you're going to stay at 5'8". We're not going to make you any taller. Guess what? Let's find something else for you. It was very sad for me as a kid but, yeah, understanding it. And you

know sports is a great way to build a network. You know playing softball and adult softball or high school.

You know we could tell stories of people in sports that community but what happened is the blessing of not God saying hey, okay, you're short, yeah, is. My family started a health club and this is about 18 years old. Just getting out of high school. My cousin said who's the president? Hey, why don't you come work at the front desk in the summertime, make some money? I said absolutely, and it turned out the 20 years of working there becoming a director. But what I learned the first couple of years when I stayed there was I'm 18 years old, 40, 50, 60 year olds are coming in and it's hey, Lyn, have a great workout. Tony, have a great workout, we have this thing. Probably that's where I learned customer service.

To my cousin, Jeff Ramona, shout out to you, I love you, is we always talked about here's the thing that he taught me. That audience you need to work on because I'm working on every day is people would walk in and I haven't seen him in a month. I don't remember their name. I go Jeff. What do I do? He goes just look on the computer screen. When they they slide their card. Go hey, Jim, well you know, welcome, yeah.

But what happened as you start remembering names and building relationships? Now it's Jim, how was your vacation. Tony, how's your grandkids? So that relation. Then what happened was this incredible story? So, Tony, a little Italian guy, he goes hey kid, hey kid, I've got this book for you. It was called the Wealthy Barber. It's still around on Amazon. He threw it at me, you know, jokingly, I caught it and he says read this book. I'm coming back Tuesday. I want to ask you if you read it and what you learned. So Tuesday comes around. I'm like you're telling me save 10% of my income, excuse me, yeah, my income, my check, and put it into an account. Don't touch it. Yeah, you got it, kid, great. Well, time goes by and this is 1980. Yeah, five bucks 1980 yeah, five bucks an hour four bucks.

That's not a lot of money, right, and I didn't look at. I followed his advice and I looked at the account 10 years later and sixty eight thousand dollars in it. I was blown away. It's like you know, 28 I think. I just thought I won the lottery, right.

Lyn Wineman: 13:57

I think people could be \$68,000 in debt by the time they're 28 now.

Steve Ramona: 14:07

Absolutely true. So the kicker of this all, what I learned was I called Tony. He's no longer a big part of the club. He was older and I said, hey, here's what happened. He's ah, congratulations. I said, can I send you \$1,000? I know that's probably what you would charge. No, kid. No, I said, why not? He goes because you took my advice. You won, you were awarded, but I was awarded as well because I threw that out to universe free resource, yep, and it worked for you. So I'm sure a billionaire or a multimillionaire came to my agency and I work with them. So I'm part of the reason I'm wealthy is because of you and I went click. Holy mackerel, bring value to people, but bring free value.

Lyn Wineman: 14:53

Yeah.

Steve Ramona: 14:54

We'll charge everybody Right.

Lyn Wineman: 14:56

Sometimes people are terrified of that right, like if you but one of my role models who is a nonprofit executive you know her motto and in a bit here I'm going to ask you for your original quote and when I had my friend, Barb Bartle, on this podcast, her quote was give it away. And I was like what do you mean, Barb? And she said just give it away. If you've got value, give it away. It'll come back to you in the end, right? And I think sometimes we get so afraid of like holding on to our stuff and holding on to our knowledge and by opening it up and giving it away, you create these networks of good will and value that turn into something that's much more valuable later on.

Steve Ramona: 15:43

Absolutely, and building relationships brings you more referrals. I get three referrals daily.

Lyn Wineman: 15:48

I bet you do.

Steve Ramona: 15:48

I've been in relationships for, you know, five, 10 years, you know, and thank you for those kind words and I hear that from hey. That was one of the. You know, I helped a lady yesterday. We jumped on a discovery call. In 20 minutes. I'm giving her resources helping with business. She sent me the beautiful email and it's that's's why part of reason we should do it. I love doing it. Yeah, because I just help somebody. Yeah, is there money coming from her? Probably not, and I don't care because Mr. universe or Mrs. universe talks to me.

Lyn Wineman: 16:18

So right, right and gives very well could be the universe, is most likely a woman. I'm just gonna going to say that right now, because she's temperamental and caring at the same time.

Steve Ramona: 16:30

I am going to borrow that because that is really good. I love that you said that.

Lyn Wineman: 16:33

Yeah, absolutely, I can say it, but you probably can't. So there you go. So, Steve, you also host a TV show. You've got the podcast, you've got the TV show. It's called Together we Serve. Can you tell us more about that project?

Steve Ramona: 16:48

It's a 50-minute show where my podcast is 20, 25 minutes, I'm able to do more things like bring up videos, and it's more of a TV show where we can really highlight the guest more, but they're tied together. The keyword is serve, service, servant, and my goal for 2025 is a million people see this message.

Lyn Wineman: 17:09

Whoa, wow. That is really cool. You know what I love business people who measure their goals not in dollars but in people served impact made. I think that's fantastic. So what else is on the horizon? Podcast, tv show, helping people grow, networking, what else is out there for Steve Ramona?

Steve Ramona: 17:35

Well, the podcast has been a network accelerator. I used to run networking groups 10, you know 5, 10, 15, 20. I used to run five of them.

Lyn Wineman: 17:45

Wow, that's a lot. That's a lot of networking groups to run.

Steve Ramona: 17:48

It was, but I was again people, asset investment, business. I wanted to meet more people and a quick story on that, this is a great tip. So, January 2020, I became a salesperson for this digital business card company. I'm like, what's the best way to maximize my time? Well, this company had 10 meetings a week, so I went to all the meetings every week.

Lyn Wineman: 18:12

That's a lot of meetings.

Steve Ramona: 18:14

Yeah, it's 10 hours a week, but I'm like I need to meet people because I've gone through my whole network already. I've been with them a few months. I need to meet new people. I need more referrals.

Lyn Wineman: 18:22

Yeah.

Steve Ramona: 18:23

And here's the cool thing. In eight weeks I met 500 new people. Now not all in the networking group, right? Hey, Lyn, you know I love what you do, let's jump on a call. And I brought them value. I'm going back to that. I uplifted them and they go. What do you? How can I help you? Well, I've got this digital business card. Hey, if you're interested, anybody you know is interested take a look, look at this.

I'd give them a quick demo. Yeah, and I became the top sales guy in the company. They're like what are you doing? I'm just meeting people.

Lyn Wineman: 18:40

I've never heard anyone say they've met 500 people in. Did you say eight? That's a lot of that almost makes my head spin a little bit, but in a sales position that's what you need to do right.

Steve Ramona: 19:08

Yeah, and I gotta be careful I forget when I say this. It's I didn't meet with all of them. 500 people were scheduled or I've met with.

I think it took me three months to meet everybody. But again, every time I met someone I got another referral. So it just kept compounding. You know when money compounds.

Lyn Wineman: 19:26

Yeah, it gets, it grows exponentially right.

Steve Ramona: 19:31

There you go, you get it. You're all over it.

Lyn Wineman: 19:32

I love it. So what advice do you have? So let's say, because a lot of people will say, I hate networking, networking meetings make me scared you used the word earlier. They make me uncomfortable. What advice do you have for somebody who maybe hasn't really felt that comfortable in this space before?

Steve Ramona: 19:57

Run away, run fast. No, I'm kidding, I'm joking, because they're great opportunities.

I have a principal. I have the ASLA principle. Okay, it means ask, shut up, listen, ask.

Lyn Wineman: 20:32

Did you miss the tell part, the pitch part, in there? It's not supposed to be a slap or something like that.

Steve Ramona: 20:38

No ASLAP, You're going to do that later. That's actually funny.

Lyn Wineman: 20:43

I wondered if you'd pick up on that.

Steve Ramona: 20:46

Oh we're we, that we're in sync here.

Lyn Wineman: 20:49

Okay, okay.

Steve Ramona: 20:50

But people you know audience, think about this. When you're on a zoom call for business or networking, how many people's screens go black? Maybe they're going to the bathroom and I'm not judging that because you know somebody's at the door they have to take a call. But I want you to think about are they really listening to the person talking?

Lyn Wineman: 21:08

Probably not, because they're not paying attention.

Steve Ramona: 21:11

So when you meet people in networking and you resonate with them, you go hey, Lyn man, I love you're doing good marketing, I love your mission, let's jump on a call and see how we can support each other. So you jump on the call and you ask a question what are you passionate about, Lyn? And then I shut up. I listened to doing good. I want to help them grow. I'm passionate about great people and highlighting them. Like you told me on a podcast.

Lyn Wineman: 21:40

Yeah, you know me well, Steve, you have a good memory and I know you talk to a lot of people.

Steve Ramona: 21:44

Well, thank you, but that's the listening part that people seem to not bridge. Don't shut up and go. And it's like well, Lyn, just say listen, because if any skillset you need to have, it's that listening with this principle. Because then you ask again, you go. Okay, you said to you know you're passionate about this, would lawyers be a great connection for you, cause I heard something about stress. Yeah, so that next ask is tied to what? Because what do people I get so fired up about this? What do people get excited about? Then I listen. Well, you just got excited because I listened to your podcast.

I took in what you said. The audience is not going to be everything, but you just pull out bits and pieces that you think where you can help. Either you can help them or you have somebody that can, or you have a resource tip.

Lyn Wineman: 22:37

I love that. So, ASLA, let's see if I can remember it Ask, shut up, listen and then ask again. That is a great formula. There's no pitching or selling. That's part of that equation, fantastic.

Steve Ramona: 22:54

You know what's interesting yeah, Real quick is that you really are and pitching is not really. You really are selling yeah, but you're selling value.

Lyn Wineman: 23:05

Yeah, but it doesn't feel like that, it doesn't feel like selling right, Like the person, and that really probably is the true definition of a great sale right that you are fulfilling a need. You are, you know there's that book Gap Selling. You are finding that gap and you are making that answer or that bridge, and it's meaningful. You're not just pushing something that, hey, is on my list or in my quota today so I can get this going. I love it. I love it. So, Steve, I know we've got people listening that are going to go. This is pretty cool. I'd like to find out more about this Steve Ramona guy. What's the best way for them to find you?

Steve Ramona: 23:53

They can email me. It's SteveR1961@gmail.com. Super simple. I haven't changed it probably in 40 years. Yeah, and obviously it's my birthday. I am 63. I'm proud. I have no problem to say that, because at any age we can help people and help them grow.

Lyn Wineman: 24:14

Amen, we will for everyone we'll have that in the show notes on the KidGlov website, so if they want to grab that there, they can, very bold to give out your email on the podcast. I love it. That is truly sharing, all right. Well, Steve, I'm going to ask you my favorite question next, because I feel honored that I get to talk with people who are so passionate and so inspirational like yourself. I want a Steve Ramona original quote to inspire our listeners.

Steve Ramona: 24:48

It's somewhat original. I heard it from somebody else. The ASLA is the one I was going to use, so I had to bring that up early, because you were so right on.

Lyn Wineman: 24:56

Oh man, it was too good.

Steve Ramona: 24:58

No, that's okay what I've learned through billionaires that I work. I've worked with very successful people.

Everybody needs help. Everybody's a person and I just had I told you I had this real famous celebrity on my podcast about an hour ago.

Lyn Wineman: 25:16

Oh, you're not referring to me.

Steve Ramona: 25:18

No, you were. You're my favorite person last week. This is a new week. So let's keep that in perspective.

This is, but everybody is human. If you treat them right and have value. Yeah, we got on that podcast and she was actually late and it was so great and here's a perfect way treat everybody the same. She was late 20, 15 minutes late and here's the way universe works yeah I forgot it was still on.

I was working doing and she pops up, she goes oh my God, it was a problem. She, her calendar, all tech got all screwed up. But I did the podcast and I said that's not a problem. Man, I love the. I could have gone, you know. Uh, you're late, sorry, let's have this rescheduled. Yeah, that wouldn't be. No but here's the original quote that will help you.

So when you serve people, you serve at one level, okay.

Lyn Wineman: 26:19

When you serve people, you serve at one level. Tell me more.

Steve Ramona: 26:23

Okay, I'm going to finish this. Okay, what I do is go to the next level. Like a podcast guest comes on my show. They don't wait weeks to be on my show. As you learn, they're on my show, they're out to my world in two days.

Lyn Wineman: 26:38

Yeah, yes, very fast.

Steve Ramona: 26:41

So do more. If you think you can do this, find out ways you can do. Doesn't cost you a lot more. Doesn't cost a lot of time. It's just creative thinking. If you're fully immersed, like you are, Lyn, you're a servant's heart. If you want to develop this and be a big part of your life, which you should, be different than everybody else. Even in serving you can be different.

Lyn Wineman: 27:04

I love that. All right, when you serve people, you serve at one level. You, Steve Ramona, go to the next level. Do more is what I heard you say. That's beautiful, that's beautiful, and I feel that from you as well.

So, Steve, I love talking to you as we wrap up this time together today. What would you say is the most important thing you would like people to remember about the work that you're doing?

Steve Ramona: 27:35

I love it. You're an amazing host and I thank you. It's a great show. I get better 1% every day and I'll give you examples. Read 15 minutes in a book. Meet 10 people a week. One new person a week. Go out and serve 10 people this week, whatever that looks like. Just get better 1% every day. We're at the we got about 12 days left in the month, even if you increase 12%.

Lyn Wineman: 28:02

Yeah, right 12% better is a pretty decent amount of better. 352% better, 1% a day that's a pretty decent amount of better right. Fantastic. I love it. So inspirational. Steve, I'm just going to say I fully believe the world needs more people like you, more concepts like ASLA, which we talked about earlier, more podcasts like Doing Business with a Servant's Heart, and I just really appreciate talking with you today.

Steve Ramona: 28:46

Thank you so much. It's been a pleasure.

Announcer: 28:50

We hope you enjoyed today's Agency for Change podcast. To hear all our interviews with those who are making a positive change in our communities or to nominate a changemaker you'd love to hear from. Visit kidglov.com at K-I-D-G-L-O-V.com to get in touch. As always. If you like what you've heard today, be sure to rate, review, subscribe and share. Thanks for listening and we'll see you next time.