INTERCAP LENDING

NOTES AND TAKEAWAYS FROM THE FORWARD EVENT

July 2026 | Las Vegas, NV

COMMUNICATE & BUILD WITH AUTHENTICITY & AUDACITY

WHAT IS FORWARD?

A two-day gathering focused on real estate, entrepreneurship, personal branding, communication, wealth building, and execution.
Forward brought together speakers with very different disciplines, but their ideas kept converging. Some spoke about content and positioning. Others focused on charisma, wealth, discipline, systems, AI, or identity. The common thread was simple: better results come from becoming easier to understand, easier to trust, and more willing to move.

Overall Vibe

This was not just a conference about marketing. It was a conference about how you show up.

- Clear communication over complicated messaging
- Perspective over generic tips
- Trust over attention alone
- Systems over random bursts of effort
- Action over waiting to feel ready

PUT IT INTO PRACTICE

As you read, choose one idea to apply immediately—not ten ideas to revisit later.

Clear.
Human.
Specific.
Consistent.

> "Know what you stand for. Communicate it clearly. Make it useful to a specific person. Act before it feels perfect. Build systems that make consistency easier."

Nearly every session fit somewhere inside this sequence. A strong personal brand starts with clarity. Clarity becomes useful when it is connected to a real audience. Usefulness builds trust. Repeated trust creates opportunity.

Visibility without clarity creates noise. Clarity without consistency disappears. Consistency without humanity feels generic.

PUT IT INTO PRACTICE

Write one sentence describing what you want to be known for and who you most want to help.



CLEAR BEATS CLEVER

The cleanest idea often wins—not because it is the smartest, but because people can immediately understand why it matters.
Brian Miller emphasized two requirements for communication: it must be clear enough to understand and relevant enough to care about. Expertise can become a disadvantage when we forget what it feels like not to know what we know.

BRIAN MILLER

MESSAGE DESIGN CONSULTANT | 10X AWARD-WINNING COMMUNICATOR | AUTHOR, THE ONE-PAGE KEYNOTE | HUMAN CONNECTION SPEAKER | TEDX 3.7M VIEWS

The Premise Framework

- We all want _____.
- But unfortunately _____.
- And this matters because _____.

BEGIN WITH A DESIRE THE AUDIENCE ALREADY HAS

NAME THE PROBLEM BLOCKING THE DESIRE

EXPLAIN THE STAKES IN SIMPLE, HUMAN LANGUAGE

"THE BEST IDEAS DO NOT ALWAYS WIN. THE CLEAREST IDEAS DO."

PUT IT INTO PRACTICE

Write one sentence describing what you want to be known for and who you most want to help.

BRIAN MILLER CONTINUED >>>

THE AUDIENCE IS ALWAYS ASKING...

WHY SHOULD I PAY ATTENTION?
WHAT DOES THIS MEAN FOR ME?
WHAT CAN I DO NEXT?

Good communication does not begin with what you want to announce. It begins with what the listener is trying to understand, avoid, decide, or achieve.

- What outcome are they hoping for?
- What fear or confusion is slowing them down?
- What decision are they trying to make?
- What would make the next step feel easier?

"SWITCH FROM: WHAT DO I WANT TO SAY? TO: WHAT DOES THE AUDIENCE NEED TO HEAR?"

PUT IT INTO PRACTICE

Before creating your next post, write the audience's question at the top of the page.



NEEL DHINGRA

TRANSFORMING BUSINESS LEADERS INTO INDUSTRY ICONS | KEYNOTE SPEAKER | CONTENT STRATEGY THAT DELIVERS ROI | PERSONAL BRAND STRATEGIST



MACY MCNEELY

CO-FOUNDER & CEO @THESALESGIRLSOFFICIAL
MOTHERHOOD | ENTREPRENEURSHIP
IN THE BUSINESS OF HELPING WOMEN WIN

Sell The Destination
not the flight

TAKE NOTE

Never post the win alone.

From "look at me" to "come with me."

SHARED INTERESTS CREATE CONNECTION. HONEST STRUGGLE CREATES IDENTIFICATION.

People do not want a mortgage process, a marketing funnel, or a technical explanation. They want the life, relief, security, freedom, opportunity, or identity that the process helps create.

KEY DISTINCTION

The mechanism matters—but the destination creates emotion.

- Replace product language with outcome language.
- Help people picture how the result will feel.
- Keep the dream visible when the process becomes complicated.
- Persuade by guiding—not by pressuring or trying to win an argument.

"GIVE PEOPLE A PICTURE OF THE FUTURE THEY CAN MOVE TOWARD."

PUT IT INTO PRACTICE

Rewrite one common call to action so it describes the future benefit instead of the product.



COMMODITY CONTENT VS. PERSPECTIVE CONTENT

SHARRAN SRIVATSAA

SERIAL ENTREPRENEUR, INVESTOR, AND KEYNOTE SPEAKER WHO HAS HELPED BUILD TWO BILLION-DOLLAR COMPANIES.

Commodity content gives people tips, tricks, and information they can find anywhere. Perspective content gives them a way to think. One can earn views. The other can make you memorable.

COMMODITY

- What to do
- Tips, hacks, updates
- Useful, but easily replaceable

PERSPECTIVE

- How to think
- Interpretation, opinion, meaning
- Useful and differentiating

"IF SOMEONE COULD RESPECTFULLY DISAGREE WITH YOUR TAKE, YOU MAY BE ONTO SOMETHING."

THE MARKET CAN'T REFER WHAT IT CAN'T DESCRIBE

A broad message may feel safe, but it makes referrals difficult. Specificity makes a professional easier to remember, explain, and recommend.

>>> `{Name} helps {specific audience} achieve {specific result}.`

Examples

- Maria helps self-employed buyers who have been denied by previous lenders.
- Marcus helps lifelong renters build a realistic path toward ownership.
- Jordan helps move-up buyers purchase before selling without feeling trapped.

"A NICHE DOES NOT NECESSARILY LIMIT WHO YOU SERVE. IT CLARIFIES WHY SOMEONE SHOULD THINK OF YOU."

PUT IT INTO PRACTICE

Turn one generic tip into a point of view: explain why it matters, when it fails, or what most people misunderstand.

SHARRAN SRIVATSAA CONTINUED

OPEN A SECOND DOOR

Most people who encounter your content are not ready to transact today. A second door gives the interested-but-not-ready audience a way to go deeper without making a high-pressure commitment.

- A guide or checklist
- A webinar or workshop
- A calculator or planning tool
- A longer educational video
- A presentation or detailed notes
- A personalized scenario review

SECOND-DOOR PRINCIPLE

GIVE AWAY THE SECRET. SELL THE IMPLEMENTATION.

"A USEFUL RESOURCE KEEPS THE RELATIONSHIP MOVING EVEN WHEN THE TRANSACTION IS NOT READY."

PUT IT INTO PRACTICE

Create one low-pressure resource your audience can request this month.



CHARISMA = WARMTH + COMPETENCE

Vanessa Van Edwards teaches that charisma is not an inborn trait reserved for extroverts. It is the balance of two signals: warmth and competence.

VANESSA VAN EDWARDS

HARVARD INSTRUCTOR & BEHAVIORAL RESEARCHER
HELPING YOU MASTER COMMUNICATION
AUTHOR, CAPTIVATE & CUES

High Warmth Only Likable and approachable—but may be underestimated.	**Warmth + Competence** ✓ The trust sweet spot: capable, confident, and easy to connect with.
Under-signaling Both Can create doubt, distance, or dismissal.	**High Competence Only** Trusted—but may feel cold, intimidating, or difficult to approach.

"PEOPLE NEED TO FEEL THAT YOU KNOW WHAT YOU'RE DOING—AND THAT YOU CARE ABOUT THEM."

VANESSA VAN EDWARDS CONTINUED

COMMUNICATION SIGNALS THAT SHAPE TRUST

Small signals influence whether people experience us as confident, caring, uncertain, or disconnected.

- **Use grounded vocal endings when stating your name, recommendation, price, or key number.**
- **Make eye contact without turning the interaction into a performance.**
- **Use positive words that help people picture a constructive outcome.**
- **Ask questions that uncover strengths, wins, and desired results.**
- **Reflect back what you heard before jumping into your answer.**

CONNECTION IN PRACTICE

REFLECTIVE LISTENING SAYS: I HEARD YOU. I UNDERSTAND WHY THIS MATTERS. I AM RESPONDING TO YOUR REAL CONCERN.

"Leadership is not about showing people your importance. It is about helping people see theirs."

PUT IT INTO PRACTICE

In your next conversation, reflect one phrase back before offering advice.



CHRIS DO

PERSONAL BRANDING/BUSINESS COACH | EMPOWERING ENTREPRENEURS TO EXPRESS THEIR CREATIVE GIFT. PERSONAL BRAND GUIDE.

FIND YOUR 3 VOICE WORDS

Personal branding is not simply how something looks. It is how your perspective sounds. Chris Do encouraged attendees to choose three distinctive words that can actually be heard in their communication.

Generic words describe everyone.
Distinctive words create expectation.

FIND YOUR 3 WORDS, THEN MAKE YOUR DISTINCT VOICE

Examples

Critical • Sardonic • Caring | "Hard Truth Now"
Contrarian • Unfiltered • Dorky | "Unconventional, Unexpectedly Fun"
Flamboyant • Playful • Vulnerable | "Big Energy With An Open Heart"
Imaginitive • Witty • Insightful | "Smart Ideas Told Sideways"

"AN OPINION IS NOT MUCH OF AN OPINION IF NO ONE COULD DISAGREE."

Do less, better
& F.O.C.U.S.
(Follow One Course Until Success)



PREPARE, EXECUTE, REPEAT

The event repeatedly warned against scattered effort. Better work often comes from fewer priorities, prepared in advance, repeated long enough to compound.

TIM MACY
SPEAKER & REAL ESTATE EDUCATOR
CULTIVATING COMMUNITY @REALBROKERAGE CO-FOUNDER @REALESTATEVIDEOBLUEPRINT

- Don't wait, execute on ideas
- Stay consistent and disciplined
- Prepare in advance

> YOUR NETWORK EQUALS YOUR NET WORTH. BUT YOUR NET WORTH DOESN'T EQUAL YOUR SELF WORTH.

"WHO YOU'RE BECOMING IS FAR MORE IMPORTANT THAN WHAT YOU ACCOMPLISH"

PUT IT INTO PRACTICE

Choose the one platform and one audience you will prioritize for the next 30 days.



RYAN LEAK

HUSBAND TO @AMANDAROMANLEAK, DAD TO JAXSON & ROMAN, NEW YORK TIMES BEST SELLING AUTHOR AND SPEAKER.

VISIBILITY GETS YOU HEARD. TRUST GETS YOU CHOSEN.

Visibility matters, but attention alone does not create loyalty. Ryan Leak connected high performance to eliminating distractions, entering better rooms, and becoming willing to look inexperienced while growing.

- Remove distractions caused by people, processes, scrolling, and overthinking.
- Surround yourself with people who raise your operating standard.
- Remember: experts can be expensive, but amateurs may cost a fortune.
- Let yourself be new at something without treating that as evidence you should stop.

CRAZY AUDIT

WHAT WOULD YOU TRY IF EMBARRASSMENT WERE NOT A FACTOR?

"IDEAS THAT STAY IN YOUR HEAD DO NOT BECOME SAFER. THEY BECOME HEAVIER."

PUT IT INTO PRACTICE

Tell one person about the idea you have been too embarrassed to attempt.



BUILD A MARKETING PLAYGROUND

DANIEL PRIESTLY
>>>
FOUNDER @DENTGLOBAL @SCORE_APP @BOOKMAGICAI @VIDONARY. AUTHOR OF 7 ENTREPRENEURSHIP BOOKS.

A single funnel assumes everyone enters at the same place and moves in the same direction. A marketing playground creates multiple ways to discover, learn, explore, and engage.

- Short form content gets noticed
- Long form content educates
- Lead content creates the next step

- Use short videos and hooks for discovery.
- Use carousels, articles, and longer videos to build understanding.
- Use guides, calculators, classes, presentations, and consultations to create action.
- Design multiple touchpoints instead of expecting one post to do every job.

"NOT EVERY PIECE OF CONTENT SHOULD ASK FOR THE APPLICATION. SOME CONTENT SHOULD EARN THE NEXT CONVERSATION."

PUT IT INTO PRACTICE

Label your next three content ideas: Notice, Trust, or Action.



LAUREN LUCAS

LAUREN LUCAS | COLUMBUS REALTOR | AI | KEYNOTE SPEAKER >>>

USE AI TO SCALE VOICE, NOT REPLACE IT

AI becomes more useful after it understands the person. The strongest workflow begins by teaching the system your stories, expertise, language, preferences, and point of view.

How to use AI

- Use an interview to capture voice, beliefs, stories, and client questions.
- Provide examples of writing that sounds right—and examples that do not.
- Organize work into dedicated projects or reusable agents.
- Use AI for hooks, outlines, repurposing, follow-up, and first drafts.
- Keep human judgment, taste, compliance, and final approval in the loop.

AI Rule: Generic input creates genereic output.

"THE GOAL IS NOT TO SOUND LIKE AI. THE GOAL IS TO USE AI TO SOUND MORE CONSISTENTLY LIKE YOURSELF."

PUT IT INTO PRACTICE

Build a one-page voice profile before generating your next month of content.



LEILA HORMOZI

FOUNDER & CHAIRWOMAN @ACQUISITION
BUILDING THE BUSINESS THAT BUILDS BUSINESSES
WIFE WHO LIKES TO BAKE | 100% HUMAN



ED MYLETT

GLOBAL ENTREPRENEUR & BESTSELLING AUTHOR
RANKED #1 SPEAKER IN THE WORLD
HOST OF THE ED MYLETT SHOW



KENT CLOTHIER

REAL ESTATE INVESTING EXPERT | SCALING EXPERT
COACH TO CEOS
FOUNDER @THEBOARDROOMMASTERMIND

STOP THINKING. START EXECUTING.

The strongest repeated theme across Forward was action. Not reckless action—clear, intentional movement before reassurance arrives.

- Do not copy someone simply because they receive views.
- Play to win instead of merely trying not to lose.
- Become comfortable being uncomfortable.
- Use fear of future regret as fuel for present action.
- Let past struggle qualify you to help—not disqualify you from speaking.
- Growth may require removing what no longer serves you.

"THE DIFFERENCE BETWEEN THE STAGE AND THE AUDIENCE IS OFTEN ACTION."

FORWARD MINDSET

You do not need zero fear. You need enough conviction to move while fear is present.

PUT IT INTO PRACTICE

Choose the smallest visible action that proves you have begun.

THEMES ACROSS THE ENTIRE CONFERENCE

- **Execution Beats Perfection**
  Action creates clarity and confidence.
- **Authenticity is Strategic**
  A recognizable human voice is difficult to replace.
- **The Audience is the Hero**
  Begin with their problem, dream, fear, and decision.
- **Clarity + Emotion Beat Jargon**
  Make the message easy to understand and easy to feel.
- **Trust Requires Warmth + Expertise**
  Be capable, confident, curious, and human.
- **Specificity Creates Referrals**
  People recommend what they can clearly describe.
- **Consistency Requires Systems**
  Remove friction instead of relying on motivation.
- **Visibility is Only the First Step**
  Trust and useful follow-through create opportunity.

CLEAR.
HUMAN.
SPECIFIC.
CONSITENT.

"That is how visibility becomes trust—and trust becomes opportunity."

The goal is not to become a different person online. It is to make the knowledgeable, helpful, human person you already are easier to see.



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