

# Ep 42: Show Up, Have a Presence, and Make Yourself Memorable

## Defining YOU and your audience with confidence

- o Define "Why You".
  - o How will you get someone to choose YOU more often? Who are you, why would someone want you and how are you different? This defines the WHY someone would want to choose you.
  - o There is so much content to be consumed today and so much noise. Not to mention our natural tendencies to compare ourselves to others and strive for perfection. This is especially true on screen as we try to differentiate ourselves.
  - o Be authentic to who you are, be transparently yourself and own it. Come from the place of your values and tell your story. What do you offer that no one does better than you?
- o Decide "Who" you are talking to.
  - o It doesn't matter if you think you have a perfect message and offering- if no one wants to hear it then you have no one to sell it to. Who is your audience? Get as specific as you can on this. Like we always say, you cannot be everything to everyone.
  - o Come from a place of serving your audience vs. selling to them. This is not about ego, it is about service. Be the guide and not the hero: bring people along with you in what you are saying and give them what they want vs. what you want.
  - o Think about this as speaking to one person at a time. You want your audience to feel that level of intimacy and commitment to you regardless of how many people are actually in the room, online or watching.
- o Look your most confident.
  - o We have a hard time with this one, especially women. We worry about how much we weigh, how our hair looks, how we will show up on that large screen, etc. To overcome this, we need to focus on when we feel the most confident. This includes how we look, but more than that it is how we feel.
  - o Wear what makes you feel at your confident best. Embrace your style and the occasion for which you need to show up, but don't make it all about that. Indulge in what makes you feel good/confident. If you feel good, you'll be good!
- o Stop worrying what other people think.
  - o This is a big one especially for women. "It's none of your business what other people think of you." - Dr. Seuss. We all worry about this to some degree, but you have to turn that off if you are going to be successful in your presence.
  - o If you are authentically you, and you have defined your core audience, then you should show up the right way for the right people. If you let that talk track start in your head worrying about what other people think, you are dead in the water.
  - o Look for positive affirmation vs. always internalizing negative feedback. We are hard on ourselves, people are harsh and more likely to complain rather than offer positive feedback. Take constructive feedback, but don't let it be the narrative in your head, use it to improve.

### Areas to address immediately are:

1. \_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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### Action Plan:

Action	Timing	Progress	Complete

