



## Let's Talk About You

Hi! I'm Sharon Jurd and welcome to my Biz Blitz video. And today I want to talk about you. So come in closer because when we start talking about ourselves sometimes we can get a little bit uncomfortable and I want to talk about that today. There are three things I really want to talk about with you and I want you to really dig deep when you're listening to this video.

Normally I'm chirpy and laughing and positive and I'm not being negative today but I'm having a real grown up conversation with you because if you're going to succeed in business you really need to get to know yourself. And so I'm going to ask you a few questions that are going to get you thinking today. So have a seat, if you've got your coffee and let's have a real grown up conversation about this.

I want to ask you, what are your fears? What are the fears that keep creeping into your mind? What are those little voices saying to you? Are they saying that you're not good enough? Are they saying that you're not deserving of success? Are you fearful of some outcomes?

If you call a large client that you've never contacted before, are you fearful of rejection? What are they? You have to get really honest with yourself and really dig deep to find those fears because a lot of times your default will be, "I'm not scared, I'll give them a call." But what you do you actually sabotage yourself in that call or you don't follow up in time or you don't use the right dialogue. And it can be the slightest things that you may not even pick up that are affecting you with your fears because if you're fearful of rejection then you won't make the calls to the people that you need to call to expand your business. And you'll know them, you'll know those people out there that you need to call but you never pick up the phone.



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And so you say to yourself, “Okay, I’m not picking up the phone to call this large client”, then why am I not doing that? Let’s pen down some stuff and really think about what’s holding me back. And a lot of people just blame it on procrastination and procrastination is not it. You’ve got to dig deeper than that. And a lot of people that I speak to are really fearful of success, really fearful of success. If that’s you, you need to deal with that on a deeper level.

The second thing I want to talk to you about when you’re dealing with your clients you have to be yourself. You can’t be what is expected of you. And when I first started public speaking on stage I was taught very well but my default was that I wanted to do everything perfect. So I stood in the perfect manner, I spoke Queen’s English, I made sure that everything was “perfect” and I’ll put that in consistency in inverted commas but once I started to really relax and let go of that “everything has to be right” I started to be myself. And what happened once I started being myself was that people began to like me and what I mean by like me they started to connect with me, they started to empathise with me and I could build rapport and build relationships very, very quickly because people got to know me, the raw me rather than the perfect Sharon.

I get emails saying this is about your Biz Blitz, there’s a spelling mistake and I don’t care about any of that because if you’re wanting to hear my message, a spelling mistake in my Biz Blitz video is not going to change that message. I’m not perfect and so I talk to you the way we would talk if we were here. I don’t edit this so that all of my sentences are correct. This is how I talk and so that’s how I do my videos.

When you’re in your business you really have to ask yourself again those adult questions, “Am I really being myself or am I going in to meet clients trying to be overly professional and think that this is what is expected of me. Because



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I've heard of many people meeting up with clients and going, "That's not what I expected. He was there in a pair of shorts and thongs and a t-shirt in a corporate world!" if that's you then that's you. So are you being yourself? Are you being your true self? Because if you're not your business is not going to grow.

The other thing I want to talk to you today is about your story. And I find that a lot of businesses don't share the story behind why they're doing this. Whatever you're doing to help people. People say, "I want to help people and my product fixes a pain for them", and that's great but there might be a hundred other people that have a product that possibly will fix that pain. But they want to know why you're doing it.

On the day you decided to do your business there was a number of reasons around why you started the business. You didn't want to be in the corporate world, you wanted to have more time for your family, you are looking for a product for yourself to fix your own pain but now you can share with somebody else. People want to hear that story about you. They want to know what got you to this point. Yes, the product might be great but if you share your story with people and say, "This was what brought me to here", then they'll come along on the journey with you. People love that connection and that's a great way of connecting with people. If you are just starting out in your business people go, "Wait until I get going first before I start putting post and doing video." I'm going, "Do video and tell people the struggles that you're having along the way."

Today the builder hasn't turned up on my fit out and it's causing me some pain. Share that journey with them because they get excited with you particularly if you're starting out, they want you to succeed. And when people want you to succeed then they will do everything to help you whether it's buy



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your product or service or refer you to other people and that way you're not going out and spending marketing dollars you're actually getting really deep relationships with your customers. And they'll like you, they'll trust you, they'll really get to know you and that's when you get raving fans in your business. So don't hide all of your struggles, don't hide your story on how you got there.

Every business owner on the planet will have these ups and downs that you experience in business, share them out. Share them with people. Don't be afraid to show your vulnerability to your customers because they will appreciate you.

So there are the three things I want to talk to you today, very grown up subject today. One, **what are your fears?** What are the things that are holding you back and you really need to dig deep to find them. And you may not be able to find them on your own, you may need some coaching or an experienced person to help you.

Secondly, **be your true self.** Don't be something that you think you should be in business. And thirdly, **what's your story?** And please share that out with the community. We all want to hear about you and share not only your successes but your challenges as well. And if you do those three things and really look within yourself it will open you up to an expansion of yourself and your business that you never ever thought possible.

And if you want to talk to me more about that any time we can have a chat. And what I do I offer a 30-minute discovery session with you. We can talk about anything you want to talk about including yourself, your business, your fears, your story and how you want to communicate that to your clients. I can help you with all of those all you have to do is contact me, my details are



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everywhere all over social media and I will spend thirty minutes with you free of charge, no cost, no sell I'll help you out in identifying and getting clarity around what's actually holding you back. So I'm glad you sat through my video today. If you think that this would add value to your friends, your families or colleagues please share this video. I love it when you share my Biz Blitz videos because I want to help as many people as I can. So thank you for listening and I really do appreciate your time. I'm Sharon Jurd.