



What Do I Do If I'm Just Starting?

Hi, I'm Sharon Jurd and welcome to my Biz Blitz video. Today, I want to talk to you about, "**What do I do if I'm just starting?**"

I get this question a lot. I have a lot of speakers and coaches come to me saying, "I want to be a speaker, I want to be a coach but I'm just not sure where to start."

I'm going to share with you just a few of my tips that I share with my speakers and coaches in my SMJ Coaching Institute.

Firstly, **act as if now**. Act as if you are a speaker, you are a coach. Change your profiles on your social media, say that you are a speaker, say that you are a coach even if you haven't really started. But once you decide you are, then you are. It doesn't matter how many speaking gigs you've done or not done. If you believe you are, then you are.

Start to **build that social media presence** around being a speaker or being a coach and that brings me to my next point of **sharing your knowledge**. Share what you know, start sharing out what it is you want to speak about or coach on. If you want to help women, start talking about subjects around women that you want to be able to coach on or speak about from stage.

If you want to talk about growing yourself, start talking about those subjects in your social media and online presence then because people go, "I get what you're doing now, you're helping these people grow themselves or grow their business", or "You're helping women, or you're helping men do these certain things." People start to understand where you're coming from.

My third point is **get help**. I always believe that coaches need a coach. Speakers need a coach. That's why I formed the SMJ Coaching Institute because I've brought together collectively, speakers and coaches where we've got a great community helping each other, hanging around motivated, inspiring, amazing speakers and coaches. You need to get into that environment where you're hanging out with other people who are doing or have done what you want to do.



What Do I Do If I'm Just Starting?

We can't do business alone. You need help so if you're starting out, start hanging around the people that are in that industry so you can sponge off them and gravitate to them and hear their knowledge, and their expertise and they will share it with you.

Join groups, I have a Facebook group called Amazing Speakers and Coaches. Join groups like that where you can interact with other people with varying degrees of experience.

But if you want to join and find out more information about my SMJ Coaching Institute, there will be links around this video. I started this Institute because it is a lonely place out there when you're a speaker and a coach, especially if you're starting out and I wanted to make sure that there was a support network where it was a safe environment where you can share your challenges and there will be people there to help you.

I hope that you will join me in my SMJ Coaching Institute. There's so many resources to help you out when you're first starting out but for now, act as if, change up your social media profiles, start sharing your knowledge, and then reach out for some help and I'm sure you'll be a success.

I'm Sharon Jurd. Thanks for listening today. If you think this video is of value, please share it with your friends, family, and colleagues because I want to help as many people as I can and I need your help to do that.

I'll talk to you very soon.