

Who are You in Your Business and What are You willing to Reveal?

By Asara Lovejoy

Behind every good success there is a story. You may know some of the “BIG” ones, such as, Richard Branson’s approach to success is based on his personal experience with something he thinks can be improved – usually a service or product that didn’t do the job for him. From there he thinks creatively about how to build a better airplane, train, or entertainment company.

We know Colonel Sanders spent over a year unsuccessfully trying to sell his chicken recipe, living in his car – before he opened his own stand to become a mega success and our friend Thomas Edison didn’t discover the light bulb filament 1,200 times before he did. These big success stories stand out in our mind. But ask yourself what is your story of your success and what other story has inspired you? How do you frame both the struggle and the achievement because we know we didn’t come hatched right into our success?

Have you ever thought that it is important to change any fear about revealing your humanity as a natural part of life and personal growth instead of thinking that it is weak and unbecoming. Where you have walked you can guide others. What you have confronted as your greatest fear and survived you can lead others through the same journey.

Do you take time to be proud of who you are now and what you have gained through your growth into success or do you only want to speak about how great it is now?

We read stories about young and old entrepreneurs taking a risk or simply being determined until they succeed. And each and every time we hear a story it can become an integral part of our own success. If they did it your mind says then I can too. If there is another person who broke out of their limits then I can break out of mine. And if you share your story with others you can inspire them.

Success stories that reveal the nature of your original vision or mission are very important in the promotion of your business and or service. As a matter of fact I have a great coaching client that does super branding for large global companies and when she speaks to the CEO or owner she immediately asks for their story that includes their special vision of why and how they wanted to do business, and the ups and downs that led to their ultimate success. Even when you are as big as Colgate or Coca Cola what makes us want their product besides the ingredients. It is the story behind the company that creates brand loyalty. Didn’t you have fondness for Wendy’s owner Dave Thomas and his commercials? How about popcorn guru, Orville Redenbacher? I know I went to Wendy’s because I liked him and enjoyed Orville’s popcorn with a sense of we

are family. What makes you stand out; sets you apart and establishes a sense of familiarity and confidence in you?

Revealing who you are.

When I started in the human potential field and became a recognized thought leader and coach I went through a transformation of awkward revelations about myself. At first I was very uncomfortable sharing my “bad times” and wanted to prove my value by emphasizing my good skills. Have you caught yourself wanting to prove your worth by rattling off your accomplishments? How well was that received? Some coaches and leaders seem to want to prove how good they are – which almost always makes me feel separate from them. I quickly exit the class or refuse their services because there is something innately uncomfortable about having a paragon be my mentor. I am drawn to mentors and teachers who share their personal journey of discovery – when it was bad as well as how it is good.

Tony Robbins is a great example of a leader who reveals his story. And we love him all the more for eating humble pie over his arrogance when he first started his fire walking experience and seminars. After all he was a young man at the time. I especially remember the story Gary Zukov shared about his extramarital affairs addiction at a live event, and the transformation he went through. This great author became a real person to me and I sought out his programs and books even more after hearing his story.

The idea I'd like you to embrace is the power of revealing yourself to your audience and your clients. We point to “branding” and creating our unique value position and the best way I know to do this is to be able to tell the truth about you and your life. A well-known coach, Christian Michelson shares the story about himself when he first started coaching. He reveals that he was lucky enough to align with well-recognized individuals who recommended him to others before he was well known and that he began coaching \$100,000 dollar clients at a time when he couldn't pay his own mortgage. There is opportunity right where you are, always.

I often tell the story of my boxer / artist husband at the time, Bo when we operated my school, The Threshold University of Body, Mind Science in WA state in the 1990's. My greatest fear was that others would find me lacking in some way – that even though I had a great curriculum that was proven to transform people's lives they would find me wanting. My big reveal was my husband having a public fight with me in front of the students saying, “Oh if you only knew what she is really like.....” Here I met my greatest fear that I was indeed in some way wanting and now others would know my secret too. It was humiliating and embarrassing but the results were unbelievable. Right after his discharge the students attending said, “thanks Bo for sharing now can we get on with the class.”

Once you become comfortable in your own skin and accept your fears as part of the journey – you can make quantum leaps ahead in your success. Your humanity is what makes you compassionate and attuned to others and your skill is the development of your talent in specific ways.

Ask yourself who am I willing to reveal – my human ups and downs, as well as my developed skills abilities and success? Both are important in the whole picture of you as a coach, business partner, executive, CEO or entrepreneur.

I recommend that you practice revealing your greatest fears – what I don't want others to think about me or find out about me and replace them with what you want instead. For example, come to know your value if you are worried that others are devaluing you and your services. Come to know the next level of your greatness if you fear greater success. I just got off a conference call with a business partner and she said, "I am so terrified of this next level of success it is wonderful. Let's go for it in all its glory. "

Sometimes I'm uncomfortable sharing stories of my own journey and yet I have found when I do that is the deepest connection and leadership that others want to follow. And it is permission for each one to find their own way in their own way.

Ask your self what you are willing to reveal? Just sit with that thought and see what arrives. When you come across what you absolutely don't want others to know that is what you want to reveal. Now you can start small with someone you trust – but let the wind out of the power of that fear and as you become fearless you'll see more success than you can imagine.

For information on Asara Lovejoy and The teachings of The One Command visit www.asara.com