

SELL FROM LOVE PODCAST – Transcript



Ep. 17: Bring More You into Your Business

Hello, there it is Finka Jerkovic here. Your host of the Sell From Love podcast. I am excited to bring this conversation to you today. This one's me on my own today, and what I really wanted to talk about was the first principle of Sell From Love. And so when we look at Sell From Love, it is built on the cornerstone of these three pillars.

Number one, we need to love ourselves. Number two, we need to love our client. And number three, we need to love our offer. But before we can love our client and love our offering, go out there and have all that wonderful confidence and magnetically attract clients and grow our business, so we can have financial freedom and flexibility to do all the things that we want to do.

We need to love ourselves. And one of the best ways I have found that we do that is when we look at finding our Brilliant Difference. Now, I describe your Brilliant Difference as this part of you. So your brilliance is this encapsulation of your gifts, your talents, your skills, your strengths, all this wonderful goodness that you bring.

But what you have to realize is it's not only for you, that you're actually here to use those gifts, those strengths, those talents, your brilliance, to add value and make a difference to the clients that you're here to work with, to the organizations that you're here to support and help them live out their mission and their goals.

And at the same time, this is not only about your work. This is also about your personal life and your personal relationships. See you show up everywhere, so no matter whether you're showing up on a zoom call with a client or a doing a presentation, or if you're, you know, hanging out with your kids or watching some TV or playing some video games, you are everywhere.

And so we get to practice bringing our best selves through our Brilliant Difference in many areas of our life. What I love about what Sell From Love is here to teach us or to give us a place to, I'm going to say, kind of play with it gives us a place to practice, how to be more of who we are.

And so we can use selling and marketing and promoting ourselves as a place to practice how to be more of you. Now, when I reflect back on my career, in my experiences, you know, most of my career I have spent in financial

services so I spent, you know, well over two decades in financial services and I loved the work that I did.

And, you know, I went from, you know, commercial banking to financial advisory. I did work in sales strategy and communication, eventually moving into sales leadership roles, you know, taking on big targets and lots of people to help achieve those targets for the bank and the clients and what we were looking to do.

And often I struggled with trying to be more of me. I always found this pressure to need to prove myself or to perform, to meet certain expectations. And then, you know, you get hired into a position. You got to please your boss and make them happy. And then I'm also, you know, someone who strives for excellence and I've been stricken with the cursive, you know, holding back because it's not perfect.

And I look at all those things and in the Sell From Love book, I talk about them as protection strategies. So this notion of needing to prove, to be perfect, to please, and to perform, to meet expectations. Those are ways in which we try to protect ourselves when we feel afraid when we're in situations where there's uncertainty or we're doubting ourselves.

So when we start feeling those emotions, all of a sudden, the way we protect ourselves is, Hey, let me, let me make sure I mind all those details. I'm going to be perfect or let me make sure I do the things that make my boss happy. And let me please, him or her. Or let me perform to meet certain expectations and we feel, or have this perception again, this is all happening under the subconscious that if we do those things, all of a sudden, you know, the fear is going to go away the discomfort is going away and you're going to have the confidence that you need.

But unfortunately, what happens is it actually pulls us away farther from who we are. It pulls us away farther from our Brilliant Difference. As a result, you know, you start maybe leaving that impression that you didn't want to leave.

Or you start not getting the results that you wanted to get because you are not being fully you. And so in my career, I found that, you know, I was the type of person and I knew part of my Brilliant Difference was that I brought creative ideas. I knew I was an out of the box thinker, but I worked in an organization that was, you know, had a foundation of, you know, taking care of people's money.

And so there was safety and security and so trying new things, wasn't always. You know, the place that they went to, even though they appreciated that strength or that value that I brought to the table sometimes it was a hard sell.

Over time I actually started to make up a story and I say, this is me doing this not the environment that I was in. I started to make up a story that every time I suggested a new way of you know, selling or leading or marketing or trying to figure out how to get, you know, build client loyalty. And when people didn't say yes right away, or when they didn't have the same excitement, enthusiasm that I had, I started to make up that maybe the idea wasn't good.

Maybe my sales strategy wasn't good. And all of a sudden, maybe something wasn't good about me. And then, you know, you fall prey to those, you know, performing and pleasing and trying to do all con all that contorting to make other people happy. And then I ended up not being happy and not feeling confident and not delivering the results that I know I was able and capable of.

And then at one point I just said, you know what, I'm just going to do this thing and just be me and see what happens. It was just, let's just do it. And. Let's take the risk. It was riskier at that point in my, at one point in my career, not to be me than it was to, to do, to be me. And so I started doing the work, the heavy lifting of figuring out who I was and how do I add value.

How do I add value to my team and the employees that I was leading? How do I add value to the organization, but also, you know, how do I add value overall in my life and the work that I do. And so that's when I discovered this whole idea of your Brilliant Difference. And I, I was challenged to buy into this notion of branding and personal branding.

It kind of felt very me-me me-focused. And, and so what this enabled the Brilliant Difference piece was something that was different because it was it wasn't just talking about me. It was talking about. Yeah, who I was and the value that I brought. But at the same time, it was also talking about that this is here to solve a specific problem.

It's here to help specific people. It's here to deliver a particular result or outcome. And so it took the pressure off of it being about me and more about the clients that I was here to help the teams that I was there to lead and the organization that I was there to support, to achieve their goals.

And that's why I believe in your Brilliant Difference. I know you have one. And I also know that when you get clear on what it is, you will have more confidence. You know, as we are living through this, you know, day and age, you know, who would have think it that, you know, we would be living through a pandemic that, you know, our world would have been turned upside down the way it has been the last, you know, 12 months, you know, that wasn't in our paradigm, that wasn't in our plan, but it was what we were thrown at.

And now, you know, I look at this time of uncertainty. And I look at it and say, you know, what are some of the things that you can be certain of and what you can be certain of is that you have a Brilliant Difference. There is something unique. There is something extremely valuable that you bring to the table and it's here to add value to other people.

It's here to serve. It's here to help. And that's what I know you want to do. You want to help people. And then we get kind of stuck and we're like, well, you know, how do, how do, how do I help more people? And I say, first start with figuring out who you are and the value you bring. And once you get clarity on that, you all of a sudden have more confidence to put yourself out there because you know, you have something valuable to give.

I break down the, your Brilliant Difference process into three parts. The first part really talks. I'll, I'll tell you all three first, let's go with, so your Brilliant Difference comes in three parts.

First, it's your Signature. So you have a Brilliant Difference Signature. There's your Brilliant Difference Statement. And there's a, your Brilliant Difference Story. And what I love about how you can craft your Brilliant Difference is you can have this, you know, two to three word signature that becomes your, you know, your anchor, your North star.

It's a very quick way of figuring out, you know, in that moment, you can recall, recall these two words to say, this is the value you bring, because they're just getting ready to hop on a call with a client, get on zoom or, you know, a hit submit on a proposal. You know, infuse your presence, meaning how you show up on a call right before you hit send on your proposal.

When you can infuse it with knowing that you add value with your Brilliant Difference and using your two to three words to do that, to do, to infuse it with that energy, all of a sudden, the intention that, and the energy that you're sending with the interaction that you're looking to create, or the proposal that you're just submitting, or the presentation that you're looking to present with it gets infused with this energy of you-ness.

And so. My I'll tell you my Brilliant Difference. So my Brilliant Difference is transformational love. And I look at everything that I do as a way and as a vehicle of how can I bring transformational love? And I know, you know, my work in the business world, you know, sometimes we look at it and say like, can love, can we have love and business?

And I get that. It is something that might be perceived as soft and squishy, but I also know, and you know, this too, that we buy things. We love, we tell other people about things we love. When you work with someone that you adore, you have no problem recommending or referring that person because you love the work that they did with you. You loved the outcomes that they

created for you. And so it becomes really easy to, you know, stand on top of the roof up top and not worry about your reputation because when you make that recommendation, that's really what you're put what's at stake here because you love it that much.

And so I believe that love is a foundational strategy and principle when it comes to business, when it comes to selling as well as you as the professional, the entrepreneur, the business owner, the sales person, as you go out there and showing up in your work, when you infuse love into the work that you do, guess what your clients feel it. They sense it. They want to work with people who have this energy. And so for me, my part of my purpose is to bring transformational love. For everything that I do, whether it's writing a book, writing a blog, you know, showing up here on this podcast today, or working with my clients in a workshop, or, you know, when I'm submitting a proposal, I look and say, okay, you know, how can I bring transformational love to this event, to this experience to this interaction with this individual.

And, you know, I show up everywhere just like you. And so when I'm with my daughter, when we're, you know, on the field with our horses, again, that's a moment of how can I bring more transformational love. Now, your two words are your signature. Your Brilliant, Difference Signature is going to look a little bit different than mine.

And so what we want to get to is figuring out what your Brilliant Different Signature is. You want to get to the core of, you know, if you had to summarize what your Brilliance is and the impact it delivers-- so what's that difference that it delivers to other people. How would you summarize that? What would be the two to three words that would describe it?

So the two words are great and they give us, you know, a whole lot of courage and confidence and direction in our life, but then sometimes it's like, well, all right, so you bring transformational love. So tell me more, you know, what else, could you tell me more? And that's where the statement comes in. And I talk a lot about it in the Sell From Love book.

I do also have a resource that you can access that I'll talk a little bit about before the podcast ends that you can. It'll it's a guide on crafting your Brilliant Difference and finding the words. So you'll be able to access that as well, but I'll take you through the three-step process with the statement for your Brilliant Difference.

This takes a high level overview to describe, you know, again, you know, who do you help? What problem do you solve and what outcome do you reach? What outcome do you help them achieve? So when it comes to, you know, your signature, that's a very high level. The statement is a place where you get to, you know, tell people a little bit more about what you do.

Who do you help? What problem do you solve and what outcome do you help them achieve?

And then the third piece is your Brilliant Difference Story. And what I love about the, your Brilliant Difference Story's, it's it gives you more detail. It's an elaborate story detailing, you know, the extensiveness of how you help people.

And so in this piece of your work, when it comes to your Brilliant Difference, the Story really is about again, I'm going to say almost like a triple click. So, we've got, you know, the Signature, we double-click into a Statement. And then your Story is like a triple click and you go deeper, and you acknowledge more of the work that you do.

And so in your Brilliant Difference Story, you're going to talk about again, who you are, the value you bring, the people you help. But we also talk more about, you know, what's the process you use, you know, what are the three steps you take your clients through in order to reach the outcomes and the results that you deliver as you work with them.

And so that's, again, you know, if you're having a conversation with a client and you know, you're showing up with the presence of your Signature, you know, you may not say it, I'm not going to walk into a room and say, Hey, I'm bringing transformational love. That's what I do. We're not doing that, but how I'm showing up.

In my zoom call or how I'm showing up in that interaction is infused with the energy of my Signature. And then when you tell people a little bit about, you know, who do you help, what problem you solve and how you deliver result? They're like, Oh, can you tell me more about that? And that's where your Story comes in really handy.

And so in your Story, you're going to talk a little bit more about the process of how you do it. I have another exercise that you will, you complete where we talk about what are the 10 points of Brilliance. And so this is where you actually, you know, make a high level list tenant. Most of, you know, what are some of the outcomes of results that your Brilliant Difference delivers.

And so here, you're going to have some tangible outcomes, you know, maybe you've helped clients save time, maybe help them save money, maybe you increased their confidence in, you know, whether it's having more financial freedom or it's confidence to put themselves out there. You know, really taking an opportunity to summarize, you know, what are your 10 points of Brilliance?

So how does your Brilliant Difference impact your clients and the change and the transformation it delivers.

And so this three step process, your Brilliant Difference, the signature, the statement, and the story is a place that you can start working on, figuring out how to find your North Star. You know, how do you bring more of you to your business?

And when you bring more of you to your business and you naturally start to fall in love with you because you do this work, you end up showing up with natural confidence. It's not this, you know, fake it till you make it type of confidence. It's, what you naturally embody and how you naturally show up. But it takes some work, meaning that you gotta actually step back from the rush and the tornado of the life that you're living right now, take a break, you know, and it might be, you know, you take a weekend and you're going to spend some time reflecting. And working through, you know, what it is that makes you, you, how do you add value?

How do you make deliver transformations to your clients and what results do you deliver? And as a result, you know, you'll get rewarded with, you know, one having the words to differentiate yourself, to stand out in the marketplace, but more importantly, having the energy and the confidence that you need, you know, especially in today's age, as we look at, you know, how do you put yourself out there learning new skills, you know, to sell, to selling online or virtually, how do you do that in a way that feels congruent and authentic and in integrity and alignment to you?

And so I created a, your Brilliant Difference Blueprint for you. It's a guidebook that will help you find the words to describe your unique value. So you can sell with confidence, magnetically, attract those clients and grow your business with ease. You can visit www.sellfromlove.com/blueprint

You can download this blueprint, this beautiful guide that takes you through the process of, you know, uncovering your signature. So those two to three words that describe your Brilliant Difference. Doing the double click into your Brilliant Difference Statement. And so that's where, you know, people want to know you want to give them that high level statement of who do you help?

What problem do you solve and what outcome do you create for them? And you deliver. And then finally crafting Brilliant Difference Story. So you can go out there and really have the tangible evidence. I almost look at it as, you know, building a business case around why you need to love yourself and what makes you so awesome.

So you can go out there and spread the word and share it with your clients. So I'd love to hear from you feel free to reach out at finka@sellfromlove.com. I'd love to learn more about what are some of the challenges you're facing. As it comes and relates to putting yourself out there. What stands in the way of you selling with confidence?

Please feel free to reach out and connect. I'd love to learn more.

Thank you for listening today. And we will check in with you later.

So that's it for me. This is again Finka Jerkovic, the host of the Sell From Love podcast. I'm so happy that you had. Taking the time to join me today, to talk more about what makes you brilliant and how to use that to add value and make a difference in the work that you do.

Thank you and bye for now. And we'll catch you next time.