

Know How You Shine

by Nancy Gerber

I recently had lunch with a gentleman who, after careers in the military and private sector, is planning to take the plunge and launch his own solo business.

Our conversation was a great reminder about the first and most important step in starting what my good friend and colleague Milana Leshinsky calls an "expertise-based business": Before doing anything else, you **MUST** be absolutely clear about and be able to articulate the nature of YOUR particular brilliance.

My lunch companion understood the point, but he was confused about how to unearth this in himself. Here are some basic steps that will help you launch your journey of self discovery.

1. Distinguish between your gifts, talents and skills.

Gifts are the particular brilliances with which we're born; talents are how we refine them. It's the difference between the rough piece of driftwood on the beach and its texture once you sand it smooth. The clue here is passion. My gift is my ability to connect and communicate with nearly everyone I meet. My talent is in helping people connect with themselves, others and their communities through the coaching, consulting, teaching and writing abilities I've honed through the years. I have a lifelong passion for this -- I'm always energized and inspired doing this work.

Skills, on the other hand, are just tasks that we've learned and perform well. I know how to use my computer to accomplish all my daily business tasks. For me, technology is only a means to an end -- there is no passion there -- just gratitude that my husband (the former geek) made me learn all that stuff.

2. Notice what comes easily to you.

We tend to assume that these things are just as simple for others. This is often untrue.

For example, I recently realized that I have a real knack for recognizing, capturing and organizing great ideas. I also have been gifted with the ability to take complex and complicated processes, break them down into their basic and more elemental components and

then teach others step-by-step how to do them. Understanding that this is something that doesn't come easily to many people has helped me to discover new ways I can be of service -- I'm leveraging these capabilities into new revenue streams that will focus on content development for information products and marketing education programs. (Be on the look-out -- these services will be available soon!).

3. Seek feedback from friends, family and colleagues.

Ask people who know you well what they see as your gifts, talents and unique and strong capabilities and characteristics. They'll tell you -- and the more people you ask, the more confirmation you'll receive.

Once you know where YOU shine brightly, you can choose where to best focus your energies, develop practical ways to be of service, and seek out and attract those who want what you have to offer.

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For over 35 years Nancy Gerber, "YOUR Connection Magician", has coached and educated thousands of people worldwide on how to improve their communication and deepen their relationships with others -- and themselves. Nancy has been privileged to study and work with many of the leaders and experts in Internet and direct marketing. Her expertise in creating connections and building relationships, along with her many years as a Professional coach, give her unique insights and skills as a marketing coach and consultant. In addition to her commitment to helping entrepreneurs understand the basics of marketing, she's an expert in content development and personality marketing.

Her website www.MarketingMambo.com "The Dance of Connection That Creates Lifetime Customers – One Step At A Time" -- was created for unconventional entrepreneurs who want to find and keep their best customers without losing their souls.

Sign up for "The 15 Minute Marketer" on the [Marketing Mambo.com](http://MarketingMambo.com) site and receive a practical, FREE and immediately useful marketing tip every Monday morning. You'll also gain access to Nancy's MARKETING MAMBO POWER ROLODEX -- the cream of the crop in Technology and Business Resources -- along with articles, interviews and other great resources