

## Selling With Ease

Let's face it, we are really selling all the time, and yet when most people think of the word "sales" they cringe just a bit. Why? It's not a bad thing to be compensated for your great work or to be rewarded for a job well done. You deserve to be successful so it's high time you learned how to sell with ease.

When you are discussing a movie you love or a delicious meal you enjoyed, you are "selling" the experience. Just because you don't personally profit from the referral, doesn't really matter. You believe that the person you are speaking to will genuinely benefit from hearing what you have to say. In fact, you loved it so much, you want them to experience it too!

So how does that exchange shift when you are promoting yourself instead of someone else's product or service? Does the voice of insecurity and doubt start getting louder? It's quite natural to want to be understated or humble about how incredible you are, but if you are stopping yourself from articulating your gifts, then you are blocking yourself from sharing your great work. You are not helping yourself and, more importantly, you are not helping others.

Anytime you are focused on yourself instead of the people you serve, you will be overly sensitive to how you are perceived. In other words, you will be self-conscious instead of being in-service. When you shift your focus outside yourself, you are instantly liberated! Your focus is on them, instead of you. It's their needs, concerns, and desires that you are listening to and in doing so, your sales become a GIFT that they are seeking to obtain.

The key to selling with ease is understanding the following truths:

- You have amazing gifts to give the world
- People love to be inspired by others
- Your work is your service to other people

## Limiting Beliefs

It's confession time. If you have any limiting beliefs around selling, then I invite you to get the out of the shadows of your mind and into the bright light of reality. Take a moment now to write down all your insecurities, doubts, frustrations and hesitations around selling. We need to clean up the cobwebs before we can start fresh.

Once you have completed your list, go ahead and shred this page. That's right. Say good-bye to these limiting thoughts once and for all. Life's too short to keep playing small.