

## 11. *It's no big deal.*

### **Own Your Brilliance.**

You own a business. You're smart, strong, and courageous. Time to energize yourself and rejuvenate your business by recognizing how fabulous you are—and owning it.

You know your sweet spots. What comes easy to you, what you get compliments for, what works every time. You had these skills in fourth grade, high school, and college. Some came instinctively to you, others you honed over time.

Are you discounting your virtues because they come easily? Saying, "It's no big deal" is like saying, "I'm no big deal." Stop that!

Joy is a great listener—people are drawn to her and tell her everything. In grammar school, her friends confided in her and asked her opinion about their latest crushes. Today, she carefully listens to her customers and they know she understands their needs. New clients feel excited that they've finally found a savvy business owner who takes their concerns seriously.

Cynthia is charismatic. People love her energy. She can talk to anyone anywhere. She makes people laugh, attracts new clients easily, and networks brilliantly. Clients adore working with her. Prospects are eager to start.

Inez sizzles with creativity. Inspired thoughts come to her in the morning, in the evening, and in the middle of the night. She doesn't have time to write them all down. She markets her business in fresh ways, finds new directions, and offers her clients innovative ways to do the same. Clients can't wait to hear her ideas.

I encourage you to take ownership of your special qualities, keep developing them, and use them to your advantage. Your strengths and unique skills don't come easy to *everyone*. They are precious jewels. Treasure your abilities. Treasure yourself.

*Try it out: Write down two ways in which you are brilliant. If this is hard for you, write down a recent win. What abilities or attributes helped to make this happen? Stare at what you've written. Own them. Keep this piece of paper in your desk drawer. Every morning, look at it. Let your brilliance lift, encourage and rejuvenate you. You've got it all going on.*

*I am so brilliant!*

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2 \_\_\_\_\_  
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*Recent win:* \_\_\_\_\_  
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