



*Embrace Your
Expertise!*

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When you speak with prospective clients, your level of confidence directly affects your ability to connect authentically with your clients, especially with people you're seeing for the first time. It's really easy to fall into talking endlessly about your work. Most of us already know that doesn't serve the person we're talking to... and how could when it doesn't speak to what they want to know?

So it's vital to build your confidence, and what better way to begin than discovering, claiming and embracing the real value of own expertise?

WHY WE HAVE TROUBLE

The problem is that we naturally tend to compare ourselves to our teachers or mentors, then make a list of all the ways in which we don't measure up. We catalog things we still want or need to study and mark ourselves way down because we think that someone else might do a better job than we could do.

The solution is simple—instead of comparing yourself to all the people who've supported your own learning and growth, look in the other direction—at your prospective students!

Almost all of the people who need your help have little understanding of your work. Even the people who may know about it don't have a deep understanding of it, and most have not invested much time in learning about it. You're the expert they're looking for!

HERE'S WHAT WE'RE GOING TO DO...

In the next few pages, I'm going to help you develop an appreciation for well-deserved self-confidence based on concrete information about the investment you've made in learning what you know. Use the table and questions that follow to take stock of all that you've done to be ready to work with the person you're talking to! Print it out, write on it and refer to it often, to remind yourself that you've got a lot to offer!

ASSESS YOUR EXPERTISE: HOW MANY HOURS HAVE YOU SPENT?

EXPERTISE-ASSURING ACTIVITY	# HOURS
✓ Taking your modality training program?	_____
✓ Attending another training as a visitor, participant or experienced practitioner?	_____
✓ Attending advanced trainings?	_____
✓ Watching demonstration videos?	_____
✓ In self-study, including reading related books, answering questions that arose during private sessions you gave, received or watched?	_____
✓ Attending association conferences (# hours X # of days)?	_____
✓ Participating in study groups (#hours X # of meetings)?	_____
✓ Preparing to teach classes (# hours x # classes/wk X # wks per year)?	_____
✓ Teaching classes (# hours x # per wk X # wks per year)?	_____
✓ #Private sessions given (free and paid)?	_____
✓ #Private sessions received from experienced practitioners?	_____
✓ #Hours of class/workshop with other practitioners?	_____
✓ Teaching advanced trainings or working in a training program?	_____
✓ Other?	_____
✓ Total the hours of preparation you have that allow you to be here, ready for your next client, as the most capable and proficient practitioner you can be at this moment → → → → → → → → → →	_____

WHAT DO YOU THINK?

It can be shocking to realize how much time you've spent learning the skill and specific information you've got that gives your clients exceptional value.

You may be amazed at how many more hours *you've* spent studying your work, than your prospective clients have spent studying it (because often that number is zero for the people who contact you!)

TAKE A FEW MINUTES

WRITE DOWN YOUR THOUGHTS AND FEELINGS ABOUT THESE NUMBERS.

What's insight did you get from looking at these numbers?

What's your gut feeling about what you discovered?

Do you have any uneasiness related to this information? If so, what is it?

ASSESS YOUR EXPERTISE: WHO ARE YOUR CLIENTS & HOW DO YOU HELP THEM?

It's easier to embrace your expertise when you have a clear understanding of the people you've helped and what you've done for them that no-one else could have done.

It also helps to give yourself time to remember the things you say over and over, because after a while it can begin to seem so simple to you that you don't realize there's anything special in what you know.

In this section, I'll help you remember how many people you've helped, who they are and what's changed for them because of your work with them.

HAVE A LOOK AT YOUR PRACTICE AND WHAT YOU KNOW:

- ✓ What kinds of people have you served in your practice? What ages and difficulties? Why did they come?
- ✓ How have you helped those people? Be specific—what benefits did they get? And here's what's really important—how did your work with them change their lives? Hands-on practitioners are not generally interested in fixing people, so take this time to think of specific people and the kind of transformation they got from their time with you.
- ✓ What, specifically, have you learned more about as you worked with your clients or your practice partners?

- ✓ In what areas do you know more than the average practitioner?

- ✓ What are some of the usual questions you ask you? Put a check mark next to the ones you answer easily and a question mark next to the ones you need to be more comfortable addressing.
- ✓ How will you develop that comfort?
- ✓ Put a **B** next to questions you think are really basic or the sort of question a total beginner would ask.

- ✓ What life experiences have you had that have given you an understanding of a problem clients might want to solve?

- ✓ If you could become known in your local area as the “go-to” person for one thing, what would you like it to be?

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HOW DOES THAT FEEL?

What was the most surprising thing you unearthed about yourself as a practitioner in the last few minutes?

Based on what you've discovered, what do you feel about your level of ability to help others?

Even though you've spent significant time acquiring your skill and undoubtedly know more than the people you can help, your inner voices may offer objections to the idea of embracing your expertise. When you tune in to them, what do they say about it?

Now go out there and embrace your expertise!

The key is to remember that people come to you already believing – rightly – that you know more than they do—

XO, Allison

PS... If you're ready to take these ideas further so that you can develop your practice without reinventing the wheel, I'd be happy to have a talk with you about what that could look like. Email me at Allison@allisonrapp.com and we'll set up a time. 😊