

/Do you ever feel a bit bland. The content you're putting out,/the stuff that comes out of your mouth at a networking pitch,/it just doesn't feel interesting. Well, keep/listening. I'm Trisha Lewis. This is the Make It Real podcast. /5 minutes, 3 tips, and I think you'll feel a lot less bland/by the end of this. You know that feeling? You've just put a/post on LinkedIn or you've just come away from a networking event and you/sort of just feel frustrated with yourself because you think,/well, no one's going to remember that, no one's going to even notice, no one's going to engage with/this. It's so blah, blah, blah, and it's just like somebody else's stuff. And then/you start doing the comparisonitis and you look at other people's stuff and then, of course, it's all much/better than your stuff. And then you think, well, I can't do the same as that person because it will look as/if I'm copying. And.... stop!/These tips will actually start to make you less/likely to go into the comparisonitis or the should traps/that squash you, that hold you back and stop you/sharing your unique personality, power and passion as I go on about/because we're going to get in touch with your thing, your unique/perspective. Three steps. Number one,/brainstorm. Ding! I'm a great believer in brainstorming. /Do it the way you feel comfortable, either digitally or on big sheets of paper or whiteboard/or whatever, but use material you've got - your/testimonials - notes you've made potentially for clients or/feedback that's come back via other people in conversation. Always keep a note/of that. The things that are very uniquely you, that people/are saying about you, pop them all down in a muddle and a mess/and try and find the common generic themes that keep coming/up and then add your little spark into it. What is it that makes/you buzz? What is the thing you get really geeky about? What you/do in your industry? What are the things that you love to research and/have a view on? Put it all down and then filter it all/down so that you get these lovely nuggets of unique you./Step two, you need to now own this/unique you, this unique perspective. And to do/that. You need to start being a little braver and do less/curation of other people's stuff. Like quotes or extracts or/whatever. And less perhaps phrases that/keep coming up over and over again that are a little bit bland and more of/your exploring language. Question./Insight. Those sort of things that begin to really make it clear that/you're an individual and that you're thinking about what you do in your way. But/also inviting comment back. And yes, you're not/just sitting on a pedestal thinking, this is my way, this is how I do it. But you are very/much into curiosity and finding out what other people/think and what their experiences are. But you retain this 'you-ness'/about it, own it. And third, by/no means least, is share it. Now you've got/a handle on it. Use your language, your style, your/vibe. Every time you share, whether it's verbally or/digitally, wherever, on your blog, at an event, use/your language. Now, I have a very specific piece of language the/squashed self, squashing, unsquashing, et cetera. I talk/about the fibs that hold us back. Fears, illusions, baggage. They didn't come/to me just like that. They were part of a process. And I kept finding that I/was using some of these words, and I thought, well, that's very much the way I talk, isn't/it? And because it resonated in other words, it wasn't just me making up/words that meant nothing to anybody, and nobody was interested, because I got the/feedback and it started making sense bit by bit, because I kept repeating/these

things and these ideas and this perspective, then, yeah, I felt I owned it. And at that point, you feel so much more joy in everything you do in your business, and you don't have to be uber controversial or totally go against everybody else's ideas. It's not about that. It's about finding your unique perspective, owning it, and then consistently sharing it with your vibe. I hope that's helpful. Give it a go. Check out all the other podcasts. Make It Real is on all major platforms. Or just go to [trishalewis.com](http://trishalewis.com), where you'll find links not only to the podcast, but also my book, *Mystery of the Squashed Self* and my Tedx Talk, *Beware the Self Squashing Prophecy*. Sign up for the email while you're there. The Unsquasher Fortnightly, so you'll always get updated when there's a new podcast episode. See you at the next episode. And meanwhile, remember, stay curious and unsquashed.