

Top 5 Tips to Being Unforgettable

Being Unforgettable is not about stopping traffic with amazing presence, beauty or brilliance! It is about consistently doing simple things and behaving in appealing ways that leave seeds of unforgettableity in every 'interaction'.

Unforgettable Tips

1. Be Yourself

Know yourself: what is unique, special, annoying, memorable, and attractive about you as a person? What are your strengths and 'perceived weaknesses'? What are your passions, values, aspirations, loves, hates.

Accept yourself and your 'Weaknesses': Being comfortable with all aspects of yourself is very attractive to others. Acknowledge your weaknesses and love yourself just the same. Be comfortable showing others your weaknesses and vulnerabilities as this creates greater trust and connection with others.

We all have an excuse (or two) as to why we cannot succeed right now in the areas we desire. What are your excuses? How can you turn these around and use them as assets to draw others to you?

2. Be Unique

Create concepts for your business that are different to everyone else in your industry. Step away from the rest of the crowd - don't just be another accountant/consultant/coach/designer etc. Find a specific niche, provide unique products or package your services differently to others. Become a cause hero or be driven by a purpose grander than your services and products eg people buy from Dick Smith, Herron and others because they are sold as 'Australian' products (see Marketing without Money, De Bono). Bring your natural uniqueness into your business through quirky value-ads or ways of keeping in touch. Come up with some creative strategies that are in alignment with your passions, loves and opinions. Be different in every possible way as this is what people remember.

3. Irresistible Confidence

Love what is unique about you, be proud of it, and communicate it confidently. Do all that you can to develop your confidence & social skills, for eg join public speaking classes, writing classes, get together with friends and practice talking about your services. The only way you get better at anything, including confidence, is by doing the very thing you are unconfident about. Confidence is very specific to certain areas, generally there are certain areas we are less confident than others. Identify what areas you need to work on in order to improve your business long term. Lots of skills you can learn to increase confidence:

managing your self-talk, shifting your focus, surrounding yourself with positive, confident people, modelling confident people, etc.

4. Infectious Communication

In order to connect with others, build trust, and help other people talk about what we do, we need to communicate powerfully. Learn to become a good listener; spend your time finding out about others and how you can help them (not just through 'selling' to them). Learn to communicate about your business in a warm, passionate, expressive way (again public speaking, drama, voice courses are good to help free your expression). Get clear about how you actually help people and learn to communicate this in a way that is easily understood by people not in your line of work. If they don't understand what you do, how will they talk about you to others? Get some feedback here from your network. Use fun, entertaining tactics to make people laugh, be authentic to create trust, and create excitement around your business and services.

5. Lasting Connections

Don't just meet people: connect with them. Take an interest in who they really are and build relationships with them; interact with them as a fascinating new person in your life, rather than someone that may use your services. Every person has on average 100-200 contacts. So every connection matters even if that person would never potentially be a customer/client themselves. Give away value in small ways eg through sending articles to people, inviting them along to events you are going to, inform them of great ideas, contacts and resources you come across. Find ways to stay in people's lives rather than meeting them once and then walking away. Imagine if you had stayed in contact with every single person you have met over the past year. How much larger would your network be?

Tap into your natural uniqueness, dare to be different, express yourself confidently and aim to really connect with others. You too can be totally unforgettable and attract greater success!

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