



Share Your Expertise without Being Arrogant

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Did you know that your potential clients are much more likely to hire you if they see you as an expert? Unfortunately, most of us grow up being told to be humble, modest and not to brag. And then we do our spiritual work and we authentically want to be humble. Yet when it comes time to share about your work and the power your work has to change people's lives, the beliefs we carry about what is the opposite of modesty can get in the way when it comes to attracting clients.

When I (Jesse) first started my business, my "be modest, hide your greatness, do not take yourself too seriously" beliefs did not work so well. I struggled to get clients. Honestly, I could not even almost get a client. Why? Nobody was taking me seriously because I was not taking myself seriously. And so, after a year of trying, I gave up.

It was not until later that I realized I was missing a very important skill. Had I mastered this skill, my potential clients would have taken me seriously and I would have had a full and thriving business.

What is this skill? It is the skill of "Positioning Yourself" as an expert.

Even though we wish it were different, whenever we meet someone new, they judge us and put us in a category — or a "position" in their mind. The human brain does this automatically to avoid information overload.

What are the categories we might be put into? They are:

- Potential mentor
- Potential friend
- Potential client
- Even a potential date!

While it may seem unfortunate that you could be subject to the whim of their judgment, you do have some say about what category they put you in. If you say something that positions you as an expert within the first couple minutes of the conversation, this person is more likely to either hire you or refer people to you for your healing work. But if you fail to position yourself as an expert within the first couple minutes of the conversation, it is unlikely they will view you as someone they can trust their deep healing work with.

You may be thinking, "But I am not an expert."

It is easy to fail to see yourself as an expert when you



likely know many other people who do the same kind of work you do. However, most of the people you meet are not experienced healers and practitioners. Most people do not feel energy as deeply as you do and they certainly have not had the level of training you have had. We may think that if we share our greatness, we will diminish the greatness in others. Instead, sharing our greatness might have the opposite effect. Here is how this works: If you are trying to help someone get to the top of a mountain, would you rather get underneath them and push them up? Or stand above them and pull them up? It is much easier to stand above them and pull them up to your level.

When you share your greatness and then acknowledge the greatness in your potential client, your acknowledgment goes in more deeply because they are being acknowledged by someone they have categorized as an expert. If, on the other hand, you withhold sharing something impressive about yourself and even share things that “de-position” you, they will not see you as a potential mentor and it is unlikely they will hire you. Are you willing to claim your expertise? If your answer is yes, it is time to understand how you can do so without sounding arrogant. To position yourself without sounding arrogant, we recommend you share both your expertise and your compassion in the conversation.

Here is a short template you can use to position yourself as an expert without sounding arrogant:

Even though I _____ (share something impressive about yourself), I still feel _____ (share a vulnerable insecurity you have).

Here is an example from our own lives — “Even though we have led over 250 weekend workshops, I still get nervous sometimes before I first walk on stage.”

You may be wondering what to say about yourself that would position yourself as an expert. Here are a few ideas for you to try on:

Your own personal journey to healing

Your own story about how you overcame a struggle through the work you do can be very inspiring for your potential clients. This can show them that it is

possible for them to have the healing they desire.

How long you have been doing this work or the number of sessions you have given

If you have been working in your practice for more than five years or you have given more than 100 sessions, you might consider sharing this with potential clients as a way to establish your expertise.

A client success story

Share a short story about a client who was struggling and how through the work you did together — they were able to turn around their struggle. This shows your potential client that you are an expert and someone to consider working with.

(You can ask your clients’ permission to share their story with their name or you can share anonymously, as long as you are sure the person you are sharing with will not be able to figure out who the story is about.)

When you position yourself as an expert, you may notice that people relate to you differently. We invite you to try positioning yourself using the template above. You might even get some new clients after you start positioning yourself! €



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