

The Path To Success

Developing new marketing mindsets

by Paulette Rao, MCC

Creating a successful practice requires that we learn new skill sets AND new mindsets. Developing new skills requires taking in new information and applying it over time. New mindsets, however, are more challenging because we're often not aware of the ones we already have! They're below the surface. They are tacit assumptions and beliefs that are operating, but without our conscious awareness. We may not see them, but we do experience them through our tangible results.

Disempowering mindsets can be dangerous because they've been so deeply ingrained for so long that you believe them to be "true." It's not a matter of being true or not. It's a matter of whether they serve you. If they don't, it's time to think about creating new ones.

This requires taking an inside-out approach, looking first at how you think about marketing yourself to get to the root cause of your behaviors and disappointing results. You could have a first-class marketing plan that you paid a bunch of money to a marketing expert to create, but if you don't deal with your inside first – what's driving you – it won't matter.

Once you look inside and identify your negative thoughts – the mindsets that are stopping or stalling you – you can get cracking on the outside, crafting your key marketing messages and writing an impactful marketing plan. Then and only then will you start seeing the results you want and deserve.

When I started my consulting and coaching practice I struggled with

how to speak naturally about what I did for people. I hated the idea of "selling" myself. I felt shy about it and feared rejection. I wanted my dialogue to feel confident, easy and authentic. I knew I had to think of marketing in a new way if I wanted a shift in how I was feeling. I had to create new mindsets that would open the door for me to speak in a natural way about the results people or organizations get from me.

My first step in going 'inside out' was to literally question the definitions I held for selling and marketing. What meaning did I assign to these words and how were those meanings affecting me?

Prior to venturing out as an entrepreneur, I spent three decades as a sales and marketing leader in a corporate environment. It was about killing the competition, fire in the belly and bringing home the bear. I reflected on the language and concepts that were "hardwired" in my brain, and through my coach training, I learned how to create new wiring. All it takes is mindful attention.

It became glaringly obvious that the fear and mindsets that led me to "success," as others defined it in my previous career, were negatively impacting my ability to show up authentically as the conscious entrepreneur I am today. I had to reconnect with my as-yet unspoken mindsets that would support a vision of myself as someone who stands for commerce with conscience.

At first, thinking in a new way about marketing myself had me feeling stuck. I couldn't find my essential kernels of truth under all the muck. The way I wanted to show up



and speak about my gifts felt murky. Simply noticing this time and again allowed me to form a crack in the foundation of my previous thinking. Eventually the crack became a chasm. At first, uttering the new mindsets aloud felt like rote affirmations, but over time, I grew into them.

I believe that marketing is revealing who you are and what you offer, authentically and naturally, in order to attract and engage the people with whom you most want to work. It's about falling in love with what you're offering every time you talk about it, and then inviting others to experience that passion.

Selling is no more than facilitating a process whereby you deliver a solution to a person seeking it, creating an exchange of value. This is analogous to our role as coaches in that we create a space for someone to find their solution. I invite you to explore your current mindsets around marketing and selling. What meanings have you assigned to these concepts? Journal whatever comes to mind and see for yourself where you stand. Once you can identify your current "inside" reality, look around "outside" to see what support you can garner to transform your mindsets and realize your vision for yourself as a profitable, conscious entrepreneur. ●

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