

EXPLORE YOUR ENTHUSIASM

EPISODE 103: HOW DO YOU TALK ABOUT YOUR WORK WITHOUT FEELING WEIRD?

How do I describe what it is I do? How do I talk about my work?

This is the question we nearly all have. (If you've figured this out and feel 100% confident talking about your work, email me immediately and tell me your secret sauce).

Even though I've been doing this for 6 years (and have been running my own business for over 10 years!), I struggle with how to talk about my work every day. In every sales page I write, in every conversation I have, and in every byline I submit to a magazine or blog.

I don't know that this question ever goes away, but you certainly can get better at talking about your work.

For starters, you want to discover what it is that you do that's *special*. I often refer to this as your "sparkle," because it's the thing that catches your customer's eye and attracts them to you. You gotta get crystal-clear on this, so that you're not being general or vague, but truly standing out from everyone else. I've worked with hundreds of makers, and found a very particular sparkle in each of them, so please trust me when I say - you've got it. You've just gotta uncover it. (There are worksheets for this in [Market Yourself!](#))

Then, once you know what makes your thing special, you want to put it into words that resonate with your customers. You want to talk about what your customers care about. This is NOT going to be the things you most care about (usually), but you can find this out with some thinking and digging. (This [podcast episode](#) walks you through figuring it out for your business.)

And then, you practice. You do it over and over and over. You describe your work and yourself to customers, to strangers, to your dog. [You practice](#).

Now, that's how you get GOOD at talking about your work - but how do you stop feeling weird?

You have to first understand what marketing is and isn't - although you get clear about what makes you and your work special - you don't just talk about yourself. You aren't going to just talk about how awesome you are - that's not going to be interesting to anyone other than your mother.

Your marketing isn't about how great YOU are, it's about how great your thing is FOR the person who buys it and loves it.

So the KEY to not feeling weird about talking about work is to realize it's not about you, it's not self-promotion, it's promotion of what people are going to love about it, how it makes your people's lives better.

Let's look at some examples:

I used to sell handspun yarn. But no one cares that it's handspun, and no one cares AT ALL how much I love making it. Instead, they loved what that means for them - that they were going to have a one-of-a-kind skein, that buying it was supporting an artist who created personalized yarn for them. They loved the texture, and how it knit up, or that it was in a color they couldn't find anywhere else.

Amy Crook of [Antemortem Arts](#) is an artist who makes, as she says, small, strange art and cards, often inspired by fandoms, like Doctor Who or Sherlock. People buy it not because of HER fandom, or her inspiration, but because THEY are fans. Or they buy her fine art, because of how it makes them feel, or that it reflects something they feel.

I now sell classes and books for makers and artists who want to build sustainable businesses and become their own best experts. Although students care that I know what I'm talking about, they don't want to hear how much I love talking about business; they want to know what the class or book or podcast is going to do for them. So as I gear up to launch my Craft Your Marketing course, I'm not talking about how much I LOVE it, or how much I enjoyed making it, I'm talking about why you need a marketing plan, and how my class can help you make one.

Do you see how this applies to what you're doing? If you focus on YOU, of course you're going to feel weird talking about it. But if you focus on the person your thing is for, you're going to have a much easier time talking to them.

So I want you to take a minute right now and think: How does my thing make the life of the buyer easier/better/funner? What do you bring into their life?

And now ask: Are you communicating that, consistently? Is all of your marketing reflecting this?

When I work with a creative who feels weird talking about what they do and sell, we are always able to solve it (so don't despair!) by focusing on one (or all!) of the above.

Either we:

- ★ Define what makes them special and who they want to work with.
- ★ Put it into words that resonate with their ideal customers.
- ★ Get them to practice.
- ★ Dig deep into who it helps and how, and constantly reframe their marketing to focus on the buyer.

The fact is, feeling weird talking about yourself never goes entirely away, but it can get a heck of a lot easier.

If you realize that either you aren't talking about your work at all, or you need to work more on one of the aspects we talk about today, I've got a free worksheet that will help you! I put together a worksheet that will help you stop feeling weird about talking about your work, by getting clear on what we talked about today for YOUR biz. You can download it at TaraSwiger.com/talk. Put in your email address and you'll get it in your inbox right away.

Thanks so much for listening and I wish you an enthusiastic day