

Be Relevant...Be Helpful....Be Authentic....Do You

Have you ever done a talk and knew that you were connecting? I don't need to remind you of what it feels like – to be “in the zone”. Empowering, exhilarating, exciting, and inspiring are just a few words to describe the feeling. This is how I felt recently when I facilitated the professional development portion of a coaching organization's monthly meeting. Speaking to this group was a breakthrough for me because although I had given them a topic, I had no idea what I was going to say. All I knew was that I wanted to be relevant, helpful, authentic, and “do me”. To “do me” is another way of saying, *be myself*. My ultimate goal was to provide useful information, and generate meaningful dialogue. And, being new to the life/fitness coaching profession, I wanted to learn something from the group.

I have been a speaker for over 25 years, but never an impromptu speaker. In previous talks (no matter how informal), I always prepared; and had a very good idea of what I would talk about. This time that was not the case. So, what did I do? A few minutes before the meeting, I focused on me, asking myself two questions: what would I like to hear if I were in the audience? And, what do I need from the group?

I assumed that most of my audience would consist of people like me (or similar to me): seekers of information, over 55, college degree, women, transplants to the area, and in new careers (or the same career but taking it in a different direction or to another level). I made these assumptions because of a number of reasons, including the fact that 48% of the city's population is over 55.

So, what did I end up talking about? I talked about reinventing yourself, marketing to mature audiences, and aging gracefully. I walked them through the strategic process I am using to reinvent myself as a coach, speaker and personal trainer with a focus on mature audiences, especially women pushing 60.

The lesson here is: whatever you do, just focus on being relevant, helpful, and authentic. And by all means be yourself.

Daisy Saunders is an author, speaker, trainer, and life coach whose mission is to empower women and girls to be advocates for themselves. Additionally, she adds value to women who want to age gracefully. Daisy is the author of Big Eyes...Big Eyedeads for Achieving Optimum Success in Business and in Life. Visit her website at www.daisysaunders.com for free downloads of articles and resources on personal growth, wellness, and financial awareness.