

CELEBRATING

**you**®

## SHOWCASE YOUR REALNESS

People buy from people

You are your USP

It's time to

Celebrate

You

**"People don't buy what you do  
They buy who you are  
Your life experience  
Your personality  
Your values  
You"**

# CELEBRATING QUESTIONS\*

How do you showcase your amazingness?

**An invitation from Maria Adriana Contreras**

# WELCOMING YOURSELF

Hello and welcome to your most fantastical journey in sharing yourself and what you do in the most authentic, engaging and relationship building way.

My name is Maria Adriana Contreras and I have been facilitating personal empowerment in groups and one-to-one for over 25 years so I hold a safe space for you to share yourself.

Some people free flow and share very organic once they're relaxed and comfortable. There is no right or wrong way of doing this and you must know that 'you cannot get this wrong' in fact the way that I work is that there is no such thing as perfection, you being YOU is perfect.

Some people like to have a game plan so if you do here is a good way of doing this. By considering these opening questions some good ideas will come to you. This also serves as a powerful tool that I use myself to dive deeper within.

**"You cannot get this wrong, only you know how to do YOU"**

## KEY IDEAS TO CONSIDER

1. How is it that you came to be doing what you are doing now?
2. What life / work experiences have paved the way to your current project?
3. What are the biggest lessons that you've learnt and you wished you'd known sooner?
4. What do you enjoy about what you do and why?
5. What would you say are your main values and why?

# THE MAIN ONE IS THIS

If you find these questions overwhelming then I really appreciate that. This is actually a very deep self-reflection process and can bring things up to the surface. So if this happens, offer yourself more kindness not less.

The no-overwhelm version of the last set of questions is simply this one:

- Why do you do what you do?

Why is this important? At the heart of understanding buying psychology, branding experts know that people make choices based on an emotional connection to the product or service. So by exploring your why, you will get the biggest value out of what you do and why people will buy it.

To explore this further watch the world famous [TED talk by Simon Sinek](#) who explains it beautifully. We always used this in leadership facilitation when I used to teach in the corporate sector and this is more powerful and relevant today than ever before.

**"Share what you believe and people will connect authentically with you"**

## BRAND YOU\*

By asking yourself these questions you are actually defining your brand. But what does this actually mean and how does it work?

Simply put it means to get focused and clear about what you care about. When you do this you get clear on what your values are. This then gets distilled into your USP (unique selling point) which is the Holy Grail of marketing, business, advertising and promotions.

# LET'S GET DEEP...

This is when the s\*\*t just gets real...

Let's get existential. Most people in my humble opinion don't really know who they are because we have all been so conditioned and 'educated' to be what others' want them to be.

One person I know of did her whole life and career very successfully and one day woke up and thought, 'I never chose any of this! i've just been "good-girled" and now I've ended up in a career I don't like and a life I don't want."

We also get 'taught' to not have strong opinions or personalities and to not stand out or provoke confrontation.

I observe that in business networking meetings, people often come across as shy about saying what they do and it comes across awkward as though they are not really 'being' their words. This makes my listening experience of the pitch not something that I'd want to follow up with or engage with.

This is why I set up authentic marketing because I know that when you fully show up in your uniqueness this really makes you stand out and this is a good thing. This is the basis of marketing, to have a message (a voice) and to have that be heard because it's important and it matters.

**"Knowing who you  
are takes a lifetime  
of mastery"**

# YOU MATTER

Because you matter.  
What you believe matters.  
What you value matters.  
What you like matters.  
What you don't like matters.  
This is important because it shapes who you are.

In a sales process what people are really buying is YOU.

When you share what you care about this creates human connection.  
The listener will either get you or not.  
Both are good. You're qualifying your sales leads before you've even met.  
How efficient is that?

# YOUR PERSPECTIVE

These questions are enquiries that I personally hang out with all of the time and find them very exciting because they focus my energy and enable me to direct my soul power. This is deep, if you're ready to meet me here then have a play with these. Make sure you are relaxed and with no distractions. Make yourself a nice cuppa and give yourself the listening that your heart has been asking for.

So here are the biggest ideas I personally play with for self enquiry:

- Regarding life - what is your point of view?
- Why do you care?
- Why should others care?
- What would your epitaph be?

**"This is about you,  
because you matter"**